



ADVERTISING CHECKLIST






<input checked="" type="checkbox"/>	Is the content legal, decent, honest, fair, accurate and truthful?
<input checked="" type="checkbox"/>	Are advertorials clearly marked as advertisement?
<input checked="" type="checkbox"/>	Is your identity as the marketer apparent and are your contact details clear?
<input checked="" type="checkbox"/>	Are claims stated clearly and suitably qualified so that consumers are not misled?
<input checked="" type="checkbox"/>	Is your small print visible and readable to a normally sighted person reading the advertisement once at a normal speed?
<input checked="" type="checkbox"/>	Are restrictions on offers stated clearly?
<input checked="" type="checkbox"/>	<p>Are all comparisons clear and fair and compare products meeting the same needs and intended for the same purpose?</p> <p><i>Comparisons should objectively compare one or more material, relevant, verifiable and representative features of the product advertised which may include price. It is important to base points of comparison on facts which can be substantiated.</i></p>
<input checked="" type="checkbox"/>	Have you stated the cost for a telephone number which is charged higher than the normal standard rate?
<input checked="" type="checkbox"/>	Are your testimonials genuine, verifiable and relevant?
<input checked="" type="checkbox"/>	Are you making unjustifiable use of the name, initials, logo or trademarks of other organisations or mimicking another organisation's advertising?

	<p>Does your advertising present as a benefit something that you are legally obliged to offer in any event such as a cooling off period? It shouldn't do so.</p>
	<p>Have you ensured that the advertising is not misleading? In particular, have you considered whether the advertising contains any statement which, directly or by implication, omission, ambiguity or exaggeration, is likely to mislead the consumer with regard to the following:</p> <ul style="list-style-type: none"> • characteristics of the product. • the existence or nature of the product. • value of the product and the total price to be paid by the consumer, including how it is set and payment term. • terms for delivery, exchange, return, repair, maintenance, performance and complaints. • terms of guarantee (in particular advertising should not imply that any guarantee/warranty offers the consumer any rights additional to those provided by law when it does not). • the consumer's rights. • compliance with standards/codes of conduct. • official recognition or approval. • intellectual property rights. • the nature of the trader, including their status and qualifications. • extent of benefits for charitable causes.
	<p>Does your advertisement comply with sector specific regulation for advertising, such as: motoring, environmental claims, health and beauty claims, weight control, financial products, utilities, telecommunications, employment opportunities, betting and gaming, tobacco or alcohol?</p>

	Are your facts right? Do not exaggerate the environmental benefits of your product.
	Do you hold research or evidence to support all objective claims? <i>Be particularly careful if claims seem unlikely, particularly if you are marketing health or beauty products. Ensure that you have the evidence to hand before you issue the advertising</i>
	Can you back your claims up with documentary evidence and conclusive scientific knowledge? Do not use pseudo-science or terms that are not generally understood by your readers.
	Saying something is locally produced should mean exactly that. Shipping goods in from abroad or from the other end of the country does not make them sourced locally.
	Avoid sweeping and absolute claims such as "environmentally friendly" or "wholly biodegradable". It is unlikely that you will be able to prove your product has no environmental impact.
	Does it abuse the trust of consumers or exploit their lack of experience or knowledge?
	Have you taken into account the requirements of vulnerable consumers such as the elderly, very young or disabled?
	Is the advertising socially responsible? For example, does the advertising encourage environmentally friendly practices?
	Is the advertising likely to cause, or play on, fear, superstition or distress? <i>Advertising should not exploit misfortune or suffering.</i>
	Does the advertising condone any unlawful or unsafe practices or anti-social behaviour?
	Could there be any suggestion of unfair discrimination in the advertising - for example on the grounds of gender, religion, age, disability, race or sexual orientation?

	Does the advertising portray activities in an irresponsible or unsafe way?
	Does the advertisement denigrate any person or group of persons or organisation or seek to bring them into public contempt or ridicule?

Social Media Considerations

	Monitor user generated responses (on pages under your control), because those responses become part of your advertising.
	Make clear that content is an advert by using #ad or #spon.
	Ensure that images used comply with regulation and are responsible (complaints have been upheld for images of glamorous teenagers shown drinking alcohol).
	Ensure you administer competitions fairly – including ensuring that you collect personal information so you can contact winners, making terms and conditions of the competition available up front, explaining how to participate and clearly stating the closing date.
	Ensure you comply with the relevant platforms own rules on running competitions and giveaways. Facebook is very strict and has deleted business pages for breach of their competition rules.

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