

CHECK IT BEFORE YOU RELEASE IT



01 EXTERNAL CHECK

Has someone not involved in the production of the ad checked your content to confirm the likely consumer take out is what you intend it to be?

CAN YOU PROVE IT? 02

If you are making a claim, can you prove it? If you can't prove it, you can't say it.

03 APPROPRIATE FOR AUDIENCE

Is the ad correctly placed for the product or service advertised? Are the words and images appropriate for the audience likely to see the ad?

TARGETED AUDIENCE 04

What steps have you taken to target your audience if the product is restricted?

05 RELEVANT CODES

Have you checked the requirements of all the relevant codes?

Advertising
Standards
Code + sector
codes

Go to asa.co.nz for help

ASA
Advertising
Standards
Authority

CHECK IT BEFORE YOU RELEASE IT



FINE PRINT 06

If you are using fine print to qualify or explain an offer, is it readable? Check the font size on a range of screens.

07 COMMUNITY STANDARDS

Have generally prevailing community standards shifted?

- Are consumers more or less tolerant about the message or product than they were?
- If there are risks with your messaging, can you mitigate those through ad placement and audience targeting?

IDENTIFIED AS AN AD 08

Is it clear to consumers that the ad is an ad? In some platforms this is more obvious than others.
If in doubt – label it advertising.

09 PRE-VETTING HELP

Have you considered pre-vetting for advertisements relating to specific Codes - Alcohol, Therapeutic & Health, Children?

For pre-vetting advice contact [ANZA](#) or for advertising compliance information contact [AdHelp](#).

MEDIA COMPANY 10

Media companies can choose to accept or decline ad creative. Don't leave it to the last minute to get their ok or you could have paid for a blank space.

[Go to \[asa.co.nz\]\(http://asa.co.nz\) for help](http://asa.co.nz)