

# ADVERTISING COMPLIANCE ASSESSMENT CHECKLIST.

E-MAS  
MEDICINE ADVERTISING  
SERVICE

ADVERTISING  
DIRECTED TO CONSUMERS

JULY 2021

1

## ADVERTISEMENT

Copy of the script showing full audio and video treatment

Copy or link to ARTG listing (for therapeutic goods)

Copy of labels/ packaging (front and back)

2

## MATERIALS

Copy of material relating to claims made in the advertising

Research/ survey/ data/ studies

Copy of documentation that supports testimonials (where used).

3

## OTHER

Further materials may be requested

Competition? Copy of conditions of entry

Classified content? Classification Board's certificate

Copyright permissions where applicable (audio and visual)

# Notes:

**Script:** words to jingles, on-screen supers and disclaimers etc.

**ARTG id.:** for EVERY product featured in ad inc. range shots

**Label:** for ALL products featured in ad inc. range shots

**Research:** e.g. "Regular check-ups with your dr has been shown to optimise asthma management" - include source

**Survey:** e.g #1 selling = recent IRI unit sales data

**Data:** e.g 1 in 5 Australians are living with hay fever

**Product-specific studies:** e.g clinically proven, scientifically researched etc

**Testimonials:** Do you have permission to use words and images?

**Copyright:** Do you have permission to use the background music, or the images? Is attribution needed?

The information provided by you in connection with this application forms part of our agreement. By sharing this information, you agree to it being true and correct to the best of your knowledge.