

Advertising Sign-off Service

| | |
|---------------|---|
| June 2008 | Goodyear forced to provide refunds for claiming the Eagle LS2000 is a revolutionary environmentally-friendly tyre |
| July 2008 | Carrerabenz Diamond Industries fined \$220,000 for placing 6 ads promoting diamonds featuring false "was" prices |
| February 2009 | Harris Scarfe successfully prosecuted for a catalogue advertising "20%-60% OFF STOREWIDE" |
| May 2009 | Dodo admits 'FREE \$29.90 Mobility Cap Plan', 'FREE Fuel' and 'Cash Offer' 24 month mobile cap plan offers unlawful |

Don't be next ...

"This decision highlights the need for businesses to have a current trade practices law compliance program in place and to continue to review its systems for placing advertising." Graeme Samuel, 1 December 2008

Wisewoulds' Advertising Sign-off Services gives you peace of mind.





Wisewould Mahony | Lawyers

Advertising Sign-off Service

We provide an *Advertising Sign-off* Service at a **flat fee per ad**.

The Advertising Sign-off Service involves us:

- (a) reviewing all draft copy;
- (b) providing advice and guidance on the issues raised in the draft copy, making recommendations to address those issues; and
- (c) providing a sign off/approval for the ad.

Getting to sign-off may involve a number of drafts and discussions with your marketing staff. This is included in the flat fee.

The Wisewould Mahony Advertising Team has had a significant amount of experience working with leading advertisers in the:

- automotive industry;
- telecommunication industry;
- computing and software industry;
- financial services industry;
- education sector; and
- retailing industry, to name a few.

"I have been working closely with Martin for a number of years on the advertising used by a number of businesses. Martin Algje is a leader in the field and he brings that knowledge and experience to every campaign. The approach Martin adopts is very constructive, always with an eye to achieving the best marketing result. Martin works closely with our sales and marketing team, and he understands their concerns and imperatives, including the need for instant turn-around. The whole process works seamlessly."

Charles Solomon
General Manager



With that experience, we are able to vet draft copy efficiently. With this offer, we are passing the benefits of that efficiency onto you.

Consider the *Wisewould Mahony Advertising Compliance Program* for further peace of mind.

Effective training for your sales and marketing staff at a fixed cost.

The advertising practice is headed up by Martin Algje, a regular contributor to B&T, Australia's highest-circulating marketing, advertising and media magazine. Contact Martin to discuss what Wisewould Mahony can do for your business.