

# Advertising Policy

## Approval Details

<b>Approved by:</b>	Trustee Board	<b>Date</b>	April 2018
<b>Implementation date:</b>	April 2018		
<b>Review date:</b>	Annually		
<b>Manager responsible:</b>	Director of Marketing and Communications		

## Contents

1. Introduction
2. Compliance
3. Principles
4. Processes
5. Restrictions

### 1. Introduction

Advertising and sponsorship are important to any commercial service. If executed well, they provide funding and can enhance a consumer's experience by adding to the Union's proposition. However, if executed badly, it can be a reputational risk and cause relationships to be put in jeopardy. To protect the Union's reputation and ensure brand integrity and independence is maintained, this policy has been written.

This document outlines advertising that is either internal Union activity or external organisations wishing to utilise the media platforms available at the Union. This document sets out the types of advertising and sponsorship relationships that are acceptable through the channels controlled by the Union to adhere to its objectives and policies.

### 2. Compliance

The primary responsibility for ensuring advertising and sponsorship complies with these guidelines, and other regulations, rest with the Director of Marketing and Communications and the Sales and Marketing Manager.

The Director of Marketing and Communications and the Sales and Marketing Manager have been delegated authority by the Union's Board of Trustees to ensure this policy is followed, and also to use their own initiative to ensure that the advertising 'feels right' for the organisation.

The Union's trustees have appointed the Chief Executive as the independent arbitrator should the Director of Marketing and Communications and the Sales and Marketing Manager not be able to make a clear decision based on the word of this policy. The Union's Chief Executive is understood to assume ultimate control for upholding the organisation's reputation and protecting the organisational brand.

### 3. Principles

The following principles apply to all advertising and sponsorship arrangements by the Union (e.g. in print, digital, and physical attributes controlled by the Union).

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The central principle for all advertisements is that they should be legal, decent, honest and truthful as recommended by the Advertising Standards Authority. All advertisements should be prepared with a sense of responsibility to consumers and society and should reflect the spirit, not merely the letter, of this policy.

All advertisements must be socially responsible and prepared with a sense of responsibility to Union members.

Advertisements should:

- Be suitable and relevant for the target audience
- Meet consumer expectations of the Union's brand
- Not bring the Union into disrepute
- Not damage the commercial offering of the Union
- Not give rise to doubts about the Union's integrity, independence or impartiality of the Union

#### **4. Processes**

All queries of this policy are to be directed to the Union's Director of Marketing and Communications. It is their responsibility to review the document once every academic year, consulting with the Trustee Board and relevant Union staff.

All advertising in through the Union's channels is chargeable at the discretion of the Director of Marketing and Communications and the Sales and Marketing Manager

#### **Process for banning a company**

If a member of the Union wishes to ban a company that advertises through the Union channels the member would write to the Union President requesting that the Union 'should have no dealings' with an organisation, specifying one or more grounds. The Union President will collate evidence from an independent source, the firm and the Union.

The evidence is then submitted to a meeting of the Union Executive Committee for debate, who decide on one of the following:

- No action to be taken
- Consult with the Union Board of Trustees
- Take matter to referendum (in case of two thirds majority)
- Request further information for consideration at a future meeting

If the action to ban a company will have significant financial implications to the Union the Board of Trustees will have final say on the decision.

The decision is then published and takes effect as soon as contracts permit.

#### **5. Restrictions**

Restrictions will be reviewed annually by the Director of Marketing and Communications and approved by the Trustee Board.

The following are banned from any advertising opportunities at the Union

- Arms trade

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- Animal testing (cosmetic or non–medical)
- Body-shaming, or reinforcing negative body image
- Casinos
- Cosmetic surgery
- Clinical trials
- Escort agencies
- Hard gambling
- Homophobic / transphobic behaviour
- Lap dancing
- Legal highs
- Payday loans
- Pornography / sexually explicit publications and websites
- Racist polices/behaviour
- Sexist polices/behaviour
- Tobacco or e-cigarettes

## **Specific Restrictions**

### **Commercials restrictions:**

At the discretion of the Union Directors and Chief Executive

- Bars, Clubs or Pubs that are in direct competition or clash with the Union affiliated Students' Nights.
- Sports centres and gyms
- Student accommodation providers
- Catering providers

### **Competitors of companies we have advertising exclusivity deals with:**

At the discretion of the Director of Marketing and Communication

- Pizza Hut - Pizza provider
- Need a Cab - Taxi provider
- Redbus - Screen Advertising

### **Conflict of activity provider through volunteering:**

Companies that provide volunteering and unpaid positions that may be considered to be of conflict to the Union's offering will involve consultation and approval with the relevant department head and relevant Director.

## **Alcohol**

Advertisements within the alcohol category must be socially responsible and must contain nothing that is likely to lead people to adopt styles of drinking that are unwise. For example, they should not encourage excessive drinking. It must adhere to the Safe Drinking Policy

Advertisements within the alcohol category must not:

- Claim or imply that alcohol can enhance confidence or popularity.

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- Imply that drinking alcohol is a key component of the success of a personal relationship or social event.
- Imply that alcohol might be indispensable or take priority in life or that drinking alcohol can overcome boredom, loneliness or other problems.

Advertisements within the alcohol category must neither link alcohol with seduction, sexual activity or sexual success nor imply that alcohol can enhance attractiveness.

Advertisements that include a sales promotion featuring alcohol must not imply, condone or encourage excessive consumption.

## **Gambling**

Gambling is often broken down into “hard” and “soft” types. The level of stakes, prizes and the speed of play are the main factors deciding the hardness of gambling types. A fundamental aspect of protecting children and other vulnerable people from gambling related harm is restricting access to gambling and, in particular, to harder forms of gambling.

“Hard” forms of gambling tend to be more addictive and have characteristics prone to creating more problems than “soft” forms of gambling. Harder forms of gambling tend to be those activities that allow the player to restake, or use his/her winnings to bet again. A player has the ability to chase losses, receive good odds, have a high level of interaction and the ability of quick gains. The opportunity both to win and lose large sums of money are provided through high stakes, continuous action, convenience of play and possibility of high returns.

Hard gambling formats can present themselves through:

- Casinos
- Betting shops
- Betting websites
- Betting apps
- Horse racing
- Dog racing

Softer forms of gambling have fewer of characteristics of hard gambling, with less ability to bet again or chase losses.

Soft gambling formats can present themselves through:

- Family amusements
- Bingo
- Arcades

The Union will only use their platforms to promote soft gambling.

**END OF POLICY**

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