APPLICATION FORM FOR APPROVAL OF ADVERTISING MATERIAL

ALCOHOL ADVERTISING PRE-VETTING SYSTEM (AAPS)

Alcohol advertising pre-vetting is a voluntary commitment to responsible advertising by members of the Brewers Association of Australia and New Zealand (BAANZ), the Distilled Spirits Industry Council of Australia (DSICA) and the Winemakers' Federation of Australia (WFA). Its primary function is to maintain the spirit and substance of the Alcohol Beverages Advertising Code (ABAC) and the Advertiser Code of Ethics and to ensure that alcohol advertisements meet reasonable community expectations. AAPS is endorsed by the Australian Association of National Advertisers (AANA) and the Advertising Federation of Australia (AFA).

Members of BAANZ, DSICA and WFA have agreed not to run advertisements aimed at consumer audiences unless approved by an independent AAPS Adjudicator. This does not alter the pre-publication and pre-broadcast requirements of the AANA and other self-regulatory advertising codes administered by the Media and Advertising Industries that relate to alcohol beverage advertisements.

Thus an alcohol advertisement must be approved by all appropriate bodies before it is printed or broadcast.
A veto from either body will have equal force.

If the alcohol advertisement is approved, the AAPS adjudicator will complete the application form and return it to the agency.

FOR OFFICE USE ONLY
AAPS ADJUDICATOR TO COMPLETE

ALCOHOL ADVERTISING PRE-VETTING SYSTEM APPS APPROVAL NO: ……

This advertisement is approved subject to the understanding that it will not be scheduled to appear in media likely to have a strong or evidence appeal to children.

Signature: …….. Date: ……..

IT IS ESSENTIAL TO RING THE CHIEF ADJUDICATOR BEFORE DESPATCHING OR FAXING ANY MATERIAL – TELEPHONE: 02 9955 2838

PRE-APPROVAL OF CONCEPTS/SCRIPTS ETC IS STRONGLY ADVISED AND PRE-PRODUCTION CONSULTATIONS CAN BE ARRANGED.

To obtain approval from an AAPS adjudicator, please complete this form and follow the adjudicator's telephone instructions as to transmitting the form. You should include a copy of the earliest stage of advertisement possible (early artwork, storyboards, early concepts, scripts etc for print, outdoor, transit, TV, radio, cinema or internet). Please call the AAPS Chief Adjudicator if you require further information.

PLEASE ALLOW FOUR WORKING DAYS FOR APPROVAL. Approval is normally advised by fax. All materials remain the property of AAPS.

To: AAPS Adjudicator
7 / 34 Woolcott Street
WAVERTON NSW 2060

Details of advertisement:

Advertiser (Co name):

Brand or product name:

Medium:

Proposed size or duration:

Title or headline:

Agency key number: Date:

Details of agency submitting advertisement:

Agency:

Contact person: Telephone: Fax: