

## ABAC Alcohol Marketing Placement Checklist 1 Paid Marketing\*

		Checked
1.	<p><b>Have all relevant media specific codes been complied with?</b></p> <p><a href="#">Outdoor Media Association Policies</a> – no alcohol ads within 150m of a school</p> <p><a href="#">FreeTV Industry Code</a> – time of day restrictions on placement – <a href="#">Clear Ads</a> approval needed</p> <p><a href="#">Subscription Media Code</a> – consider suitability of subscription tv or radio programme</p>	
2.	<p><b>Have you activated available age restriction controls to exclude minors from viewing your alcohol ads?</b></p> <p>When placing digital ads, the platform used to place the ad (Facebook, Instagram, Google or another Demand Side Platform) will generally have age/targeting and exclusion options – these must be used to select age groups 18 and above and exclude age groups under 18</p> <p>For example: <a href="#">Snapchat</a></p>	
3.	<p><b>Do you always instruct brand ambassadors/ influencers to age restrict any Facebook or Instagram posts that reference your product? Do your briefing documents include this requirement and the <a href="#">ABAC Alcohol Marketing Content Checklist</a>?</b></p> <p>Instructions for influencers on how to age restrict an individual post on Facebook can be accessed <a href="#">here</a> and on Instagram can be accessed <a href="#">here</a></p>	
4.	<p><b>Have you taken available steps to ensure your ad will only be placed where its audience is reasonably expected to comprise at least 75% adults (80% adults from 1/1/24)?</b></p> <p>You must specify this requirement to all media partners when placing ads</p> <p>The following resources are available:</p> <ul style="list-style-type: none"> <li>• Linear television –Oztam audience data for the programme</li> <li>• Digital live &amp; on-demand television –Oztam VPM audience data for the programme</li> <li>• Radio – Audience data for the programme/time slot</li> <li>• Brand ambassadors/Influencers - demographic breakdown of followers of their social media accounts</li> </ul>	
5.	<p><b>Have you taken available steps to ensure your ad will not be placed with programs or content primarily aimed at minors?</b></p> <p>You must specify this requirement to all media partners when placing ads</p> <p>Assess specific programmes or content you choose to have your ad placed with</p> <p>When placing digital ads programmatically, the platform or tools used to place the ad will generally have targeting options that will assist, including the ability to select age groups 18 and above and exclude age groups under 18 from receiving your ad</p>	

Further resources:

[ABAC Guidance Notes](#)

[ABAC Pre-vetting Service](#)[ABAC Online Training Course](#)

*\*Paid Marketing involves payment for any media space or placement of promotional material. For example television, outdoor, radio, print, cinema or digital advertisements, sponsored or promoted social media posts or paid influencers*