



POLICY

Policy Title: Advertising Policy

Policy Owner: Director, Brand and Marketing

Keywords: 1) Advertising 2) Visual Branding

Policy Code: PL064 (ad032)

[Intent](#)

[Organisational Scope](#)

[Definitions](#)

[Policy Content](#)

[Accountabilities and Responsibilities](#)

[Related Documents](#)

[Contact Information](#)

[Approval History](#)

1. INTENT

The purpose of this policy is to promote and maintain the ECU Brand through its advertising, in a manner which enhances the strategic vision and direction of the University. An important element of this policy is to standardise the presentation of advertising through content and creative execution to both internal and external stakeholders. An overview on the processes in place to book advertising is also detailed. Guidelines are provided when it comes to external agencies representing the University in non-ECU generated advertising.

2. ORGANISATIONAL SCOPE

This policy is relevant to all Edith Cowan University staff and stakeholders

3. DEFINITIONS

TERM	DEFINITION
"ECU Promotional Logo"	The ECU 'Block' logo which is commonly used by internal and external stakeholders to promote the University.
"ECU Visual Brand"	The visual messages and images used by the University to promote itself. The ECU Corporate

	Style Guide provides the direction for the agreed visual identity for the University.
“Corporate Style Guide”	A brand management tool which is used as a guide for anyone producing promotional material. It contains information on visual applications such as typeface, colours, positioning, photography style etc. The Corporate Style Guide is maintained by Brand and Marketing and is updated from time to time, under direction from the Vice-Chancellor.
“ECU Brand Strategy”	The strategy used to enhance the ECU Brand over time. Includes the advertising mix as well as the design, key messages, tone and key positioning statement.
“Advertising”	Advertising refers to any paid forms of promotion. This includes but is not limited to: newspapers/press, radio, television, magazine, outdoor billboards and website based activity.
Client	This refers to the contact who initiates the advertising request.

4. POLICY CONTENT

- 4.1 University advertising is centrally managed by Brand and Marketing.. By ensuring advertising at a University level is coherent, clear and attains a high level of visual representation, this office ensures that the University maintains a positive and enhanced perception within the community. In conjunction with an advertising agency, this office coordinates all advertising bookings, which encompasses creative conceptualisation and media arrangements.
- 4.2 All advertising must comply with relevant legislation including the Competition and Consumer Act. This Act imposes obligations in the areas of restrictive trade practices, consumer protection and unconscionable conduct. All University staff are expected to be familiar with the general provisions of the Act including ensuring that advertising materials are not misleading or deceptive.
- 4.3 All requests must be made in writing to Brand and Marketing to the designated Marketing Account Manager. The role of the Account Manager is to provide marketing planning, support and advice. The position also provides advice on relevant corporate marketing activities.
- 4.4 Advance notice must be provided for all advertising orders. At a minimum, a week’s notice is required. The majority of media vendors have strict booking deadlines which need to be met in advance in order to secure favourable positioning. There is also an expectation that a reasonable amount of time be provided to work on the creative aspect and production of the advertising order.
- 4.5 All written requests for advertising must include the following components:
- (a) copy for the required advert;
 - (b) cost centre number to which all costs incurred in creating the advertisement and placing the advertisement can be charged to;
 - (c) date and publication the advertisement is to appear in; and
 - (d) contact details of the person placing the advertising request.

- 4.6** Brand and Marketing will make any corrections or recommendations to artwork that are required. Proofs will be supplied to the client before the advertisement is published. Artwork will not be submitted to the publication or organisation until final approval from the client and/or Brand and Marketing has been granted. If for any reason the client is unavailable to approve their ad in time for the advertising dispatch deadline, Brand and Marketing will take responsibility for the approval of the advert.
- 4.7** Brand and Marketing will keep copies of all artwork, correspondence and final copies of advertisements. Final copies of all advertisements will be forwarded to the client upon completion of the advertising production process.
- 4.8** Brand and Marketing is responsible for coordinating all advertising on behalf of the University. However, there are some exceptions with regard to HR/Recruitment advertising and external agents who are involved in promoting the University from their overseas locations. Agents must adhere to the following guidelines:
- (a) Brand and Marketing must be notified of all advertisements promoting ECU, before they have been published. This includes advertisements that:
- (i) Promote ECU's products and services; and
 - (ii) Promote ECU in addition to another or several other organisations, products or services.
- (b) Notification of these advertising requests must be made in writing to Brand and Marketing and must include the following details:
- (i) Purpose of the advertisement;
 - (ii) Name of the publication that the advertisement will appear in;
 - (iii) Date of the publication; and
 - (iv) Contact details of representative working at the publication.
- Brand and Marketing reserves the right to request that ECU coordinates the design and placement of the advertisement.
- 4.9** Brand and Marketing also undertakes advertising campaigns on behalf of the University. If these campaigns feature specific course content, then signoff will be obtained from the relevant Executive Dean. 48 hours' notice will be provided for this sign off and if approval is not provided within this timeframe then Brand and Marketing will take responsibility for the approval of the campaigns materials.
- 4.10** In respect to advertising in international markets, Brand and Marketing is responsible for maintenance of a register of advertisements placed by international agents which includes information as to where photos of the published advertisements are saved and include copies of the relevant photographs. This register is dependent upon ECU's International team providing copies of the relevant adverts. If the advertisement is in a foreign language and where possible, Brand and Marketing will review the advertisement in LOTE and note in the register whether this review was completed.

5. BREACHES OF POLICY

Advertising undertaken outside of the process outlined in this policy will be regarded as a breach of this Policy. The Vice-Chancellor or nominated delegate will review the breach and may direct corrective action(s) where appropriate.

Once the course of action to correct the inappropriate use has taken place, the person or group responsible for non-compliance must take reasonable steps to meet compliance within a reasonable time period to be agreed by both the Vice-Chancellor and the person/s in breach of the Policy.

6. ACCOUNTABILITIES AND RESPONSIBILITIES

In relation to this policy, the following positions are responsible:

Policy Owner

The Policy Owner, Director, Brand and Marketing , has overall responsibility for the content of this policy and its operation in ECU.

Staff/students/contractors are required to comply with the content of this policy and to seek guidance in the event of uncertainty as to its application.

7. RELATED DOCUMENTS

ECU Branding and Logo Policy (a combination of the previous Promotional Logo Policy, ECU Logo Policy and Visual Branding Policy)

8. CONTACT INFORMATION

For queries relating to this document please contact:

Policy Owner	Director, Brand and Marketing
All Enquiries Contact:	Manager, Brand, Marketing and Creative Services
Telephone:	08 6304 5520
Email address:	d.jones@ecu.edu.au

9. APPROVAL HISTORY

Policy Approved by:	Vice-Chancellor
Date Policy First Approved:	21/11/03
Date last modified:	18/1/18
Revision History:	Minor Amendments January 2010 Minor Amendments February 2013 Reviewed 15/2/14 Minor Amendments 3/2/15 Reviewed and minor amendments 18/1/18 Minor amendments including structural changes 14/8/18
Next Revision Due:	August 2022
TRIM File Reference	SUB/18553