

## ACA Advertising Copy Advice – Intake Form

### 1. Submitter Details

- Agency / Company name
- Contact person
- Email address
- Telephone number
- ACA Member: Yes / No

### 2. Advertiser Details

- Advertiser name
- Brand / Product name

### 3. Material Submitted

- TV commercial script / storyboard
- Radio script
- Digital / social media content
- Print / OOH
- Packaging
- Other (please specify)

### 4. Brief Description

- Short description of the concept, claims made, or areas of concern

### 5. Contextual Information

- Financial services / credit
- Healthcare / medicines / supplements
- Alcohol
- Gambling
- Comparative claims
- Substantiation available
- Previous ARB/ASA ruling (attach if applicable)

### 6. Level of Advice Requested

- Basic Assessment (green / amber / red risk indication – no rewriting)
- Detailed Opinion (assistance with amending copy – billed hourly)

### 7. Turnaround Time

- Standard

- Express
- Urgent Express

### **8. Conflict Acknowledgement**

- Material may be referred for a conflict check and allocated to an alternative reviewer if required.

### **9. Declaration**

- Responsibility for compliance remains with the advertiser/agency; advice is non-binding on media.