

## What is ACA Advertising Copy Advice?

The ACA Advertising Copy Advice service is a pre-publication advisory service offered under the auspices of the Association for Communication and Advertising (ACA). The service is designed to assist advertisers, agencies and marketers by providing an independent assessment of proposed advertising material against the relevant provisions of the advertising codes administered by the Advertising Regulatory Board (ARB).

The purpose of the service is to help identify compliance risks at an early stage, before advertising is published or flighted, thereby reducing the likelihood of complaints, delays or adverse rulings.

Advertising copy advice is not a guarantee that advertising will not be subject to complaints, nor is it binding on media owners. The primary responsibility for compliance with the advertising codes remains with the advertiser and/or agency. The service provides a considered, independent opinion based on the information submitted at the time.

The service operates on a tiered basis:

1. **Basic Assessment:** This is the standard offering. It provides a high-level assessment of the submitted material, indicating whether it appears generally acceptable, carries compliance risk, or raises material concerns under the Code. The outcome is similar to a traffic-light approach (green / amber / red) and identifies what is problematic, without rewriting or re-drafting the advertising.
2. **Detailed Opinion:** Where a marketer requires more in-depth assistance, a more detailed opinion may be requested. This may include guidance on how the advertising can be amended to improve compliance, suggested alternative wording, or a more comprehensive written analysis. Detailed opinions are provided on an agreed hourly basis.

All ACA Advertising Copy Advice opinions are issued as ACA opinions. Where a conflict of interest arises in relation to a particular submission, the ACA will arrange for the material to be reviewed by an alternative advisor.

The ACA Advertising Copy Advice is intended to be a practical, accessible resource for ACA members and the wider advertising industry, supporting responsible advertising and adherence to the self-regulatory framework in South Africa.