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## Advertising Policy and Procedures

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### Purpose

The Advertising Policy at Trendie is established to ensure that all advertising activities are conducted in an ethical, legal, and brand-consistent manner. The policy provides a comprehensive framework for creating, approving, and distributing advertising content, ensuring that it effectively promotes Trendie's products and services while adhering to industry standards, legal requirements, and our organisational values.

### Scope

This policy applies to all forms of advertising undertaken by Trendie, including but not limited to print, digital, broadcast, and outdoor advertising. It covers all departments and external partners involved in the creation, review, and distribution of advertising materials, including the marketing, communications, legal, and compliance teams, as well as any external advertising agencies.

### Policy Statement

Trendie is dedicated to producing advertising content that is truthful, respectful, and responsible. Our advertising endeavours aim to accurately represent our products and services, foster trust with our customers, enhance our brand reputation, and support the growth of our business.

### Advertising Principles

- **Accuracy:**

All advertising content must be factual and not misleading. Any claims about products and services must be substantiated with credible evidence to ensure accuracy and reliability.

- **Ethical Standards:**

Advertising must adhere to high ethical standards, avoiding any content that could be deemed offensive or disrespectful to individuals, communities, or cultures.



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- **Compliance:**

All advertising must comply with applicable Australian laws and regulations, including the Australian Consumer Law, advertising standards, and relevant industry codes of conduct.

- **Transparency:**

Advertisements must clearly disclose any material connections, such as sponsorships, endorsements, or partnerships, to maintain transparency with our audience and uphold our integrity.

- **Brand Alignment:**

Advertising content must consistently reflect Trendie's brand values, voice, and messaging, ensuring a cohesive representation of our brand across all platforms.

## Advertising Procedures

- **Content Creation:**

- **Collaboration:** The marketing team, in collaboration with other relevant departments and external agencies, is responsible for developing advertising content. All content must align with campaign objectives, adhere to Trendie's brand guidelines, and meet the standards set out in this policy.
- **Research and Fact-Checking:** All advertising claims must be researched and substantiated with appropriate evidence. This includes verifying product features, customer testimonials, and any data presented in the advertising content.

- **Review and Approval:**

- **Internal Review:** Advertising content must undergo a thorough review process involving key stakeholders, including legal, compliance, and marketing departments. This review ensures the content adheres to legal requirements, ethical standards, and company values.
- **Approval Process:** Final approval from the marketing director and the legal department is mandatory before the advertisement is published or aired. A documented approval trail should be maintained for each advertising campaign.

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- **Compliance Check:**
  - **Legal and Regulatory Review:** Prior to distribution, all advertising must undergo a compliance check to ensure it meets all relevant Australian legal and regulatory standards, including the Australian Association of National Advertisers (AANA) Code of Ethics and other industry-specific regulations.
  - **Accuracy Verification:** The compliance team will verify the accuracy of all claims made in the advertisement to avoid any misleading information.
- **Distribution:**
  - **Channel Selection:** Approved advertisements will be distributed through the selected channels, including but not limited to social media, television, print, or online platforms. Distribution plans should align with campaign objectives and target audience demographics.
  - **Scheduling and Placement:** The marketing team will coordinate the scheduling and placement of advertisements to maximise reach and engagement, ensuring that all placements are appropriate and in line with our brand values.
- **Monitoring and Feedback:**
  - **Performance Monitoring:** Post-release, the performance of advertisements will be monitored using predefined metrics such as engagement rates, conversion rates, and customer feedback.
  - **Issue Resolution:** Any issues, complaints, or negative feedback regarding an advertisement must be promptly addressed. This includes correcting any misleading information or content that may have inadvertently breached ethical or legal standards.
  - **Continuous Improvement:** Feedback and performance data will be analysed to inform future advertising strategies and content creation, ensuring continuous improvement and compliance.



## Monitoring and Reporting

- **Ongoing Monitoring:** All advertising campaigns will be subject to ongoing monitoring to ensure they remain compliant with this policy and relevant regulations.
- **Reporting:** Regular reports on advertising effectiveness, compliance, and any identified issues will be generated and reviewed by the management team. Any deviations from this policy will be documented, with corrective actions taken as necessary.

## Compliance

- **Employee Responsibility:** All employees involved in the advertising process are expected to comply with this policy. Non-compliance will be treated seriously and may result in disciplinary action, up to and including termination of employment.
- **Training and Awareness:** Employees involved in advertising activities will receive regular training on this policy, relevant laws, and ethical advertising practices to ensure adherence.

## Review

This policy will undergo an annual review to ensure it remains current, effective, and aligned with legal and industry standards. Any amendments will be communicated to all relevant employees and stakeholders to ensure continued compliance and understanding.

## Related Documents

- Brand Guidelines
- Marketing and Communications Policy
- Legal and Compliance Guidelines
- Advertising Approval Checklist

## Policy Owner

Trendie is responsible for the implementation and oversight of this policy. Any questions or clarifications regarding this policy should be directed to Trendie.