POLICY

Policy Title: Advertising Policy
Policy Owner: Marketing Manager
Keywords: 1) Advertising  2) Visual Branding
Policy Code: PL064 (ad032)

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

<table>
<thead>
<tr>
<th>TERM</th>
<th>DEFINITION</th>
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<tbody>
<tr>
<td>“ECU Promotional Logo”</td>
<td>The ECU ‘Block’ logo which is commonly used by internal and external stakeholders to promote the University.</td>
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<tr>
<td>“ECU Visual Brand”</td>
<td>The visual messages and images used by the University to promote itself. The ECU Corporate</td>
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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 the Marketing and Communications Services Centre 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 the Marketing and Communications Services Centre. 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 requests must be made in writing to the Marketing and Communications Services Centre to the designated Marketing Officer. The role of the Account Manager is to provide marketing planning, support and advice. The position also provides advice on relevant corporate marketing activities.

4.3 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.

4.4 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.

4.5 The Marketing and Communications Services Centre 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 Marketing and Communications Services Centre has been granted. If for any reason the client is unavailable to approve
their ad in time for the advertising dispatch deadline, the Marketing and Services Centre will take responsibility for the approval of the advert.

4.6 The Marketing and Communications Services Centre 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.

4.7 The Marketing and Communications Services Centre 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) The Marketing and Communications Services Centre 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 the Corporate Marketing Office 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.

The Marketing and Communications Services Centre reserves the right to request that ECU coordinates the design and placement of the advertisement.

4.8 The Marketing and Communications Services Centre also undertakes advertising campaigns on behalf of the University. If these campaigns feature specific course content, then signoff will be obtained from the relevant Faculty or School Head. 48 hours notice will be provided for this sign off and if approval is not provided within this timeframe then Marketing and Communications Services Centre will take responsibility for the approval of the campaigns materials.

4.9 In respect to advertising in international markets, The Marketing and Communications Services Centre 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. If the advertisement is in a foreign language and where possible, the Marketing and Communications Service Centre 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, Marketing Manager, Marketing and Communications Services Centre, 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:

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<thead>
<tr>
<th>Policy Owner</th>
<th>Manager, Marketing, Marketing and Communications Services Centre</th>
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<tbody>
<tr>
<td>All Enquiries Contact:</td>
<td>Manager, Marketing</td>
</tr>
<tr>
<td>Telephone:</td>
<td>08 6304 5520</td>
</tr>
<tr>
<td>Email address:</td>
<td><a href="mailto:d.jones@ecu.edu.au">d.jones@ecu.edu.au</a></td>
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9. APPROVAL HISTORY

| Policy Approved by: | Vice-Chancellor |
| Date Policy First Approved: | 21/11/03 |
| Date last modified: | 3/2/15 |
| Revision History: | Minor Amendments January 2010 |
| | Minor Amendments February 2013 |
| | Reviewed 15/2/14 |
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