

Marketing and Promotion Checklist

Use this to review marketing and promotional material / activity prior to distribution, including:

- websites and social media (including internet discussions and microblogging);
- TV, print (e.g. magazines, brochures, newspapers) and radio advertisements;
- outdoor advertising (e.g. billboards, banners) and signage;
- brochures and mailouts,
- public / group presentations and seminars; and
- direct marketing and telemarketing activities (e.g. cross-selling, webchats, cold calling).

Marketing and Promotional Materials Review

Licensee Material

N/A Yes

- Full legal name and AFSL number (*best practice each page for websites*)
- ABN / ACN (*documents only e.g. not audio or visual media*)
- How to contact Licensee

Information about fees and costs

N/A Yes

- Must give realistic impression, including indirect costs
- Don't use "low cost" "free" or like terms where indirect costs or commission paid

Marketing and Promotional Activities

Anti-Hawking

1. Offer to be promoted via real time communication? *e.g. phone, meeting, face/face, webchat* No Yes
2. Activity intended for retail clients? *If yes to both Q1 & Q2, continue to Q3* No Yes
3. Will personal advice be provided before issue / sale of product? *If no to Q3, below applies* No Yes

WRIGHT

COMPLIANCE MANAGEMENT