

Inspiration

How to be creative in a regulated environment

Or, “How to have fun **with** your pants on”

October 2020

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INSIGHT
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We are being watched

2018 Therapeutics & Health was the **most complained** about category 17% for the ASA.*

We are moving in the right direction - in 2019 it was 16%.

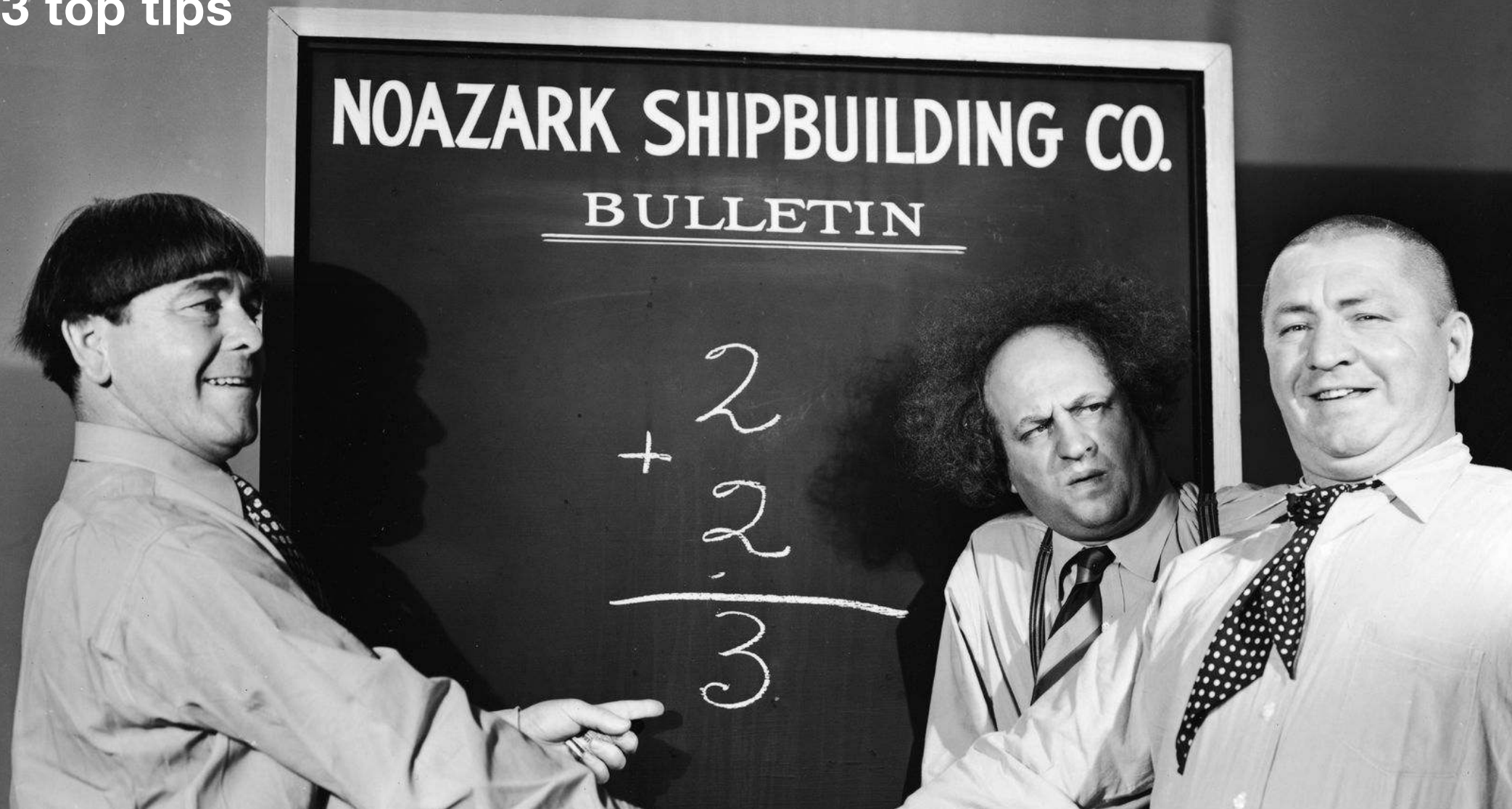
But with 71 complaints ytd for 2020...

*ASA Annual Reports 2018/2019

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3 top tips



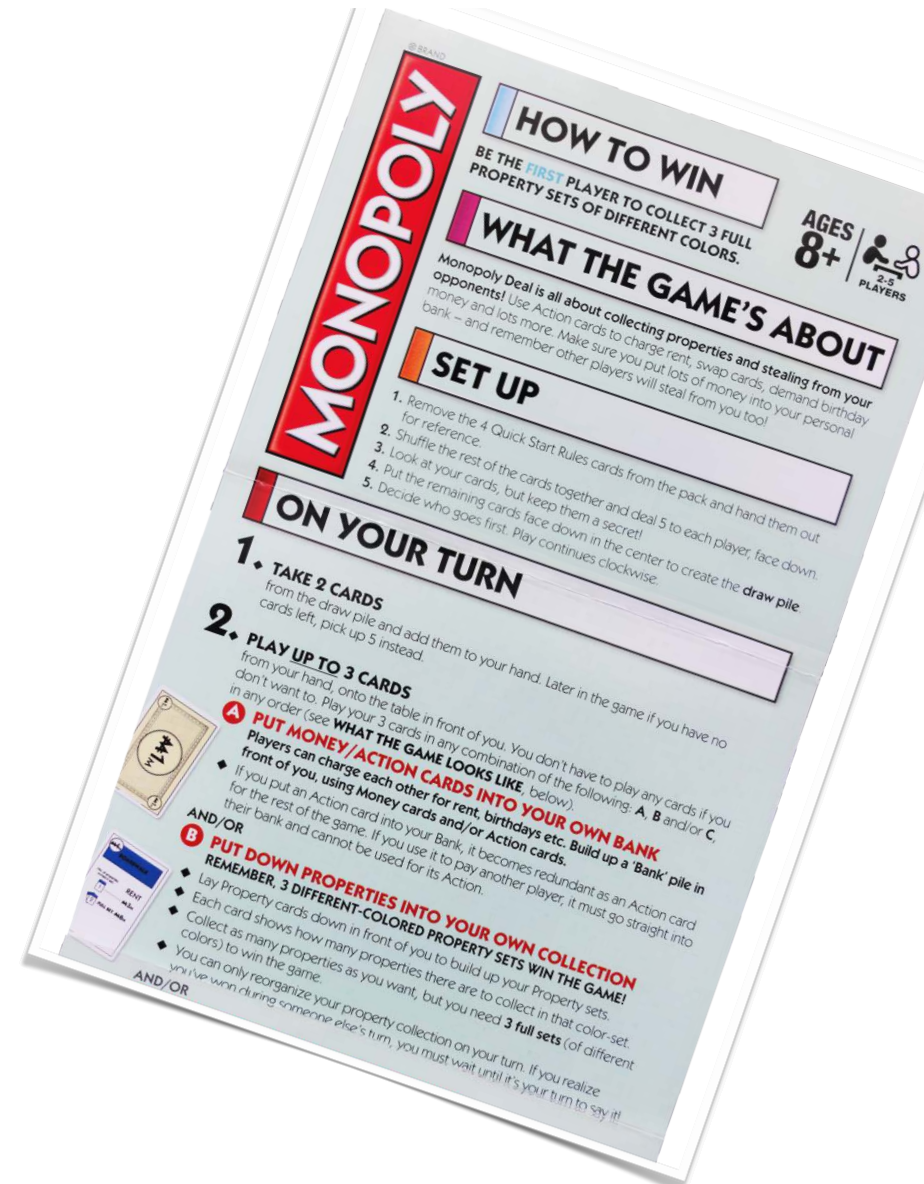
1. Know the rules

Know how to play the game to win.

The ASA is the place to go www.asa.co.nz/ where the codes are all online.

They can even do a training workshop for a measly \$300.

It's a worthwhile investment in preventative maintenance.



2. Get creative

Now you know the rules - go.

Tell the agencies, designers, writers, social influencers what the rules are too.

You **will not** stifle their creativity - in fact it will ensure they deliver you a result that does not need to be *mangled* by Maureen and Co! (And they hate that way more.)



3. Get concept approval

Before you go too far, get your concept/idea/sketch/copy reviewed.

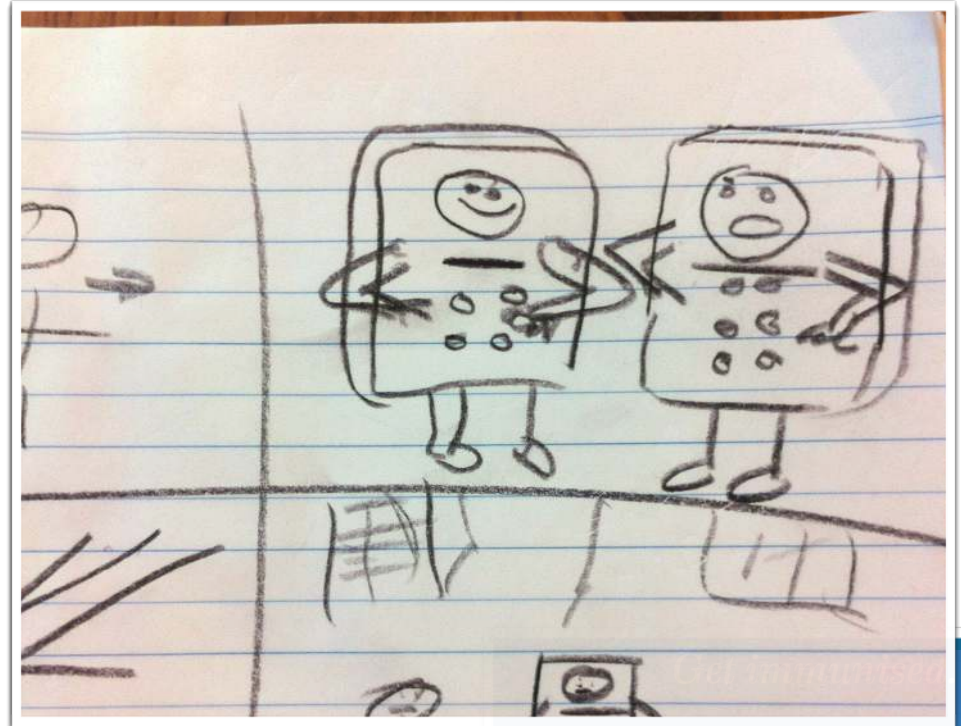
For breadth: ASA's *AdHelp Information Service* ~\$420-630

When you're ready: *TAPS* for \$80-120+

Explain the context:

- What you are doing?
- Why you are doing it?
- And with what media?

You will get good advice - and be able to proceed with confidence.



Here's how it works

Here's an example of how we do what we do.

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1. Know the rules

We live and breathe health & wellness every day so:

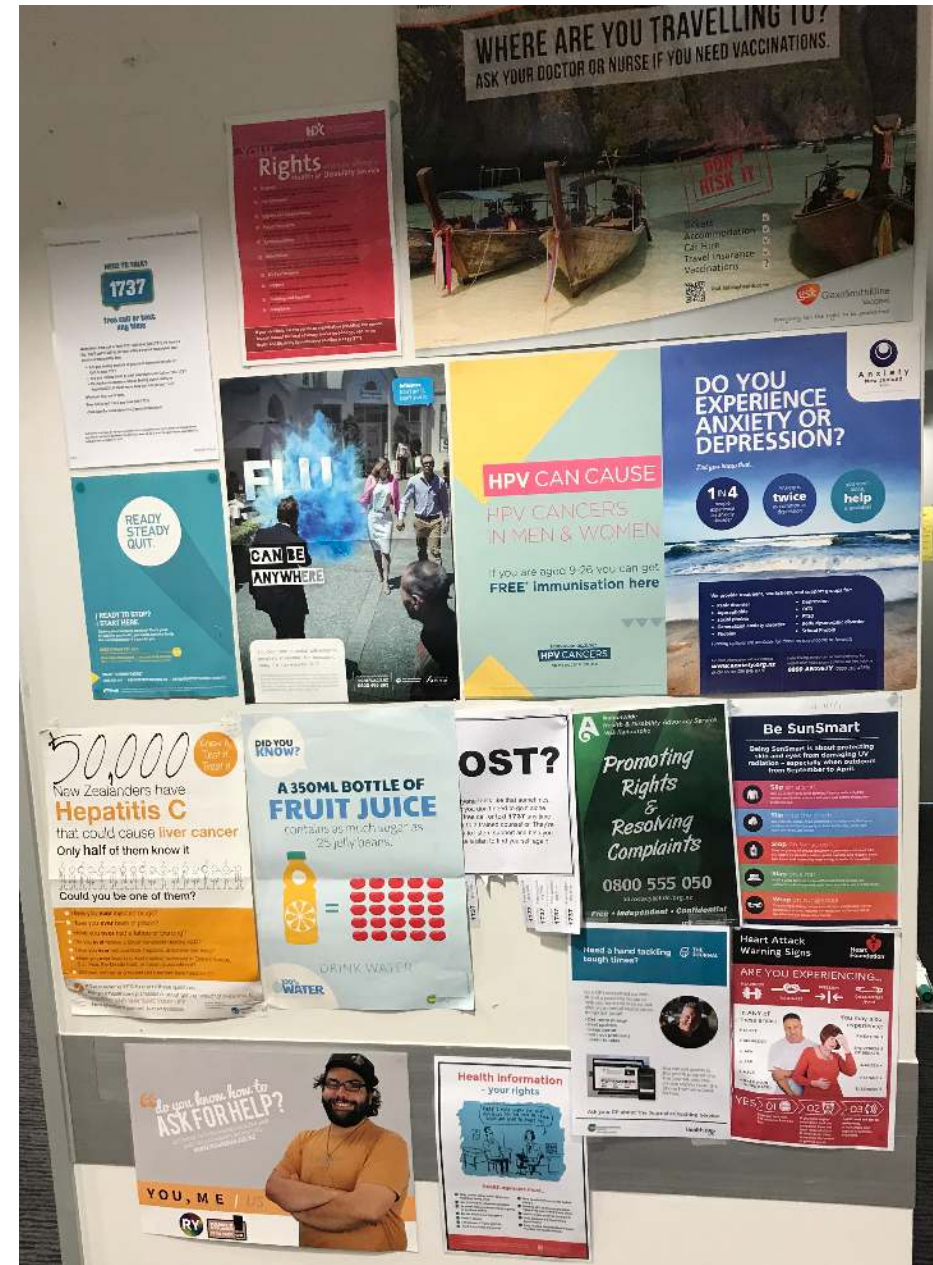
- are up to date with any code/law changes
- regularly talk to TAPS (daily sometimes) and the ASA (annually)
- Engage with, and have a positive, proactive relationship with everyone involved (that helps the next two steps)
- And for this example we also know the rules of the Medicines NZ Code of practice for Prescription Products



2. Get creative

The Brief was to create engaging billsticker posters around Universities to talk to 18-26 male students about the HPV Vaccine.

Let's be frank, this audience does not give a sh*t about their health, let alone a preventative vaccine.



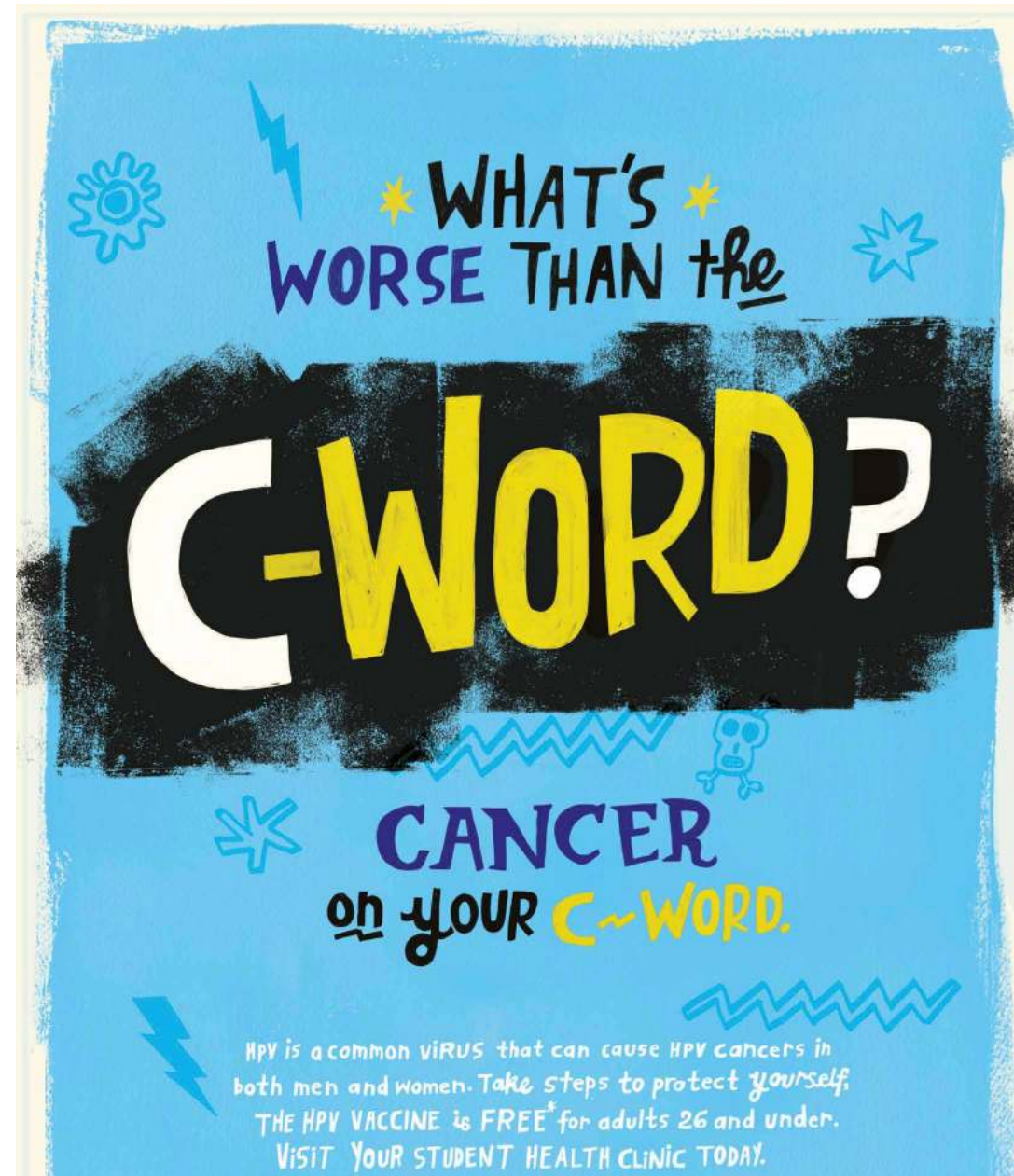
2. Get creative

8 concepts were produced.

All recognised the target audience so engaged with

- humour
- innuendo
- and appropriate language.

The tone followed on from what we set with posters from 2018.



3. Get concept approval

TAPS saw the concepts in rough sketch form

“These comments really spelt out the borderline regarding the issue of causing serious or widespread offence under principle 1 Rule 1 (c) of the Advertising Standards Code.

Rule 1 (c) Decency and Offensiveness

- *Advertisements must not contain anything that is indecent, or exploitative, or degrading, or likely to cause harm, or serious or widespread offence, or give rise to hostility, contempt, abuse or ridicule.*
- *Sexual imagery or language must be appropriate to the audience and medium.*
- *Sexual depictions of people or groups of people may only be used to advertise relevant products and services.”*



3. Get concept approval

Specific attention was put on some of the words used:

Feedback was:

- *“In this case the mention of **sexual organs and sexual situations** is relevant to the product re the issue of the possibility of catching the HPV virus which is reasonably specific for the sexual organs.*
- ***A pun on the word “cock”.** For the target audience, students, this is probably OK and... would not be likely to cause serious or widespread offence.*
- ***Diddle, Chopper, Chubby.** These are all slang words for penis which would generally be recognised and known to students.*
- ***The words “dirty roter”** might be a possible issue regarding “serious and widespread offence.” It may pay to think of alternative wording.”*



Success

Diddle*EASY RIDER*Dick
Pork Sword*DISCO STICK
CHOPPER*King Sebastian
SCHLONG*JUNK
HEAT-SEEKING MOISTURE MISSILE
SHAFT*HOG*ROD OF PLEASURE
KNOB*BOOMSTICK*CHUBBY
COCK*dong*PRICK*Fun Stick
Little Bob*John Thomas*EXCALIBUR
JOYSTICK*LOVE WAND*
Peepee*One Eyed Trouser Snake
Twinkie*SAUSAGE*Willy.

Whatever you call the thing,
make sure you keep HPV out of it.

Show your appreciation for your favourite little friend by
helping keep him safe from HPV-related cancers and genital warts.

HPV immunisation is free* from the Student Health Clinic, so get
yourself down there right now or visit bestshot.co.nz to find out more.

Immunise against
HPV CANCERS

*GARDASIL® 9 is a prescription medicine, for females aged 9–45 years and males 9–26 years of age. It is a nine-valent recombinant human papillomavirus (HPV) vaccine. GARDASIL® 9 is indicated for 9–45 year-old females and 9–26 year-old males, for prevention of cervical, vulvar, vaginal, and anal cancer, precancerous or dysplastic lesions, genital warts or lesions, and infection caused by the HPV types in the vaccine. Each 0.5 mL dose contains the following HPV L1 Proteins by type: 6 (30 µg), 11 (40 µg), 16 (40 µg), 18 (40 µg), 31 (20 µg), 33 (20 µg), 45 (20 µg), 52 (20 µg), and 58 (20 µg). GARDASIL® 9 has risks and benefits, and should be used strictly as directed. Ask your doctor if GARDASIL® 9 is right for you. Tell your healthcare professional if you or your child have ever had an allergic reaction to any vaccine or to any of the listed ingredients for GARDASIL® 9, or if you or your child has a serious illness, blood disease, bleeding disorder, a high fever, or a weakened immune system (e.g. due to medicines, a genetic condition, or human immunodeficiency virus [HIV] infection). Common reactions are headache, fever, and injection-site pain, swelling, and redness. Fainting can occur. Allergic reactions are rare but serious. If you are worried by any side effects, see your doctor, pharmacist, or healthcare professional. Go to the nearest hospital if you experience wheezing, shortness of breath, or difficulty breathing or painful, itchy swellings and rash, especially on the face. Immunisation does not replace the need for regular cervical cancer screening. Additional product information and Consumer Medicine Information is available from www.medicare.gov.au (October 2018), and from Seqirus (NZ) Ltd, Auckland, on 0800 502 757. GARDASIL® 9 is licensed for both males and females aged 9–26 years – normal charges will apply for other patients. Copyright © 2019 Merck Sharp & Dohme Corp., a subsidiary of Merck & Co., Inc., Whitehouse Station, NJ, USA. All Rights Reserved. NZ/GAR9/0120/0073a TAPS NA12097 INSIGHT 10219A.

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**YOU DON'T
HAVE TO BE
A DIRTY
COCK
TO GET HPV**

**HPV is so common ANY sexually active person
is likely to come in contact with it.**

Whether you're a dirty rooster or relatively chaste, you're still likely to come in contact with HPV. Take steps to help protect yourself from genital warts and HPV-related cancers with your free* HPV immunisation. Talk to Student Health today or visit bestshot.co.nz to find out more.

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Thanks!

I've kept this presentation focused **on the task at hand**, however if you would like to know any further information:

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