

PLACEMENT POLICY

The Out of Home Media Association Aotearoa (OOHMAA) is a not-for-profit industry body representing New Zealand's major Out of Home media display companies. Collectively the members contribute approximately 76% of total Out-of-Home (OOH) advertising industry revenue.

The key focus of OOHMAA is to:

- Educate the advertising industry on the many benefits and power of Out of Home advertising.
- Build and maintain relationships with interested parties within the broader advertising industry and with councils and government.
- Develop best practices that become industry standards.
- Provide a range of services for our members.

01 PURPOSE

The OOHMAA and its members recognise that Out of Home advertising is visible to a broad audience, and that placement must be taken into account when considering compliance with legislation and Advertising Standards Authority (ASA) [Codes](#).

The OOHMAA has developed this Placement Policy to ensure that all members are aware of and comply with community expectations concerning the placement of Out of Home advertising. It is designed to work in conjunction with the OOHMAA Code of Conduct and industry self-regulatory Codes that govern the content of an advertisement.

02 SCOPE

This Policy provides information on the placement of advertisements of products that are illegal for sale to children and young people. This includes the advertising of alcohol products, gambling services or sexual services.

This Policy also provides information on using placement to limit children and young people's exposure to advertising of Occasional Food and Beverage Products as defined by the ASA Children and Young People's Advertising Code.

03 OOHMAA PLACEMENT POLICY

3.1 OOHMAA members will not advertise products that are illegal for sale to minors within a 300-metre sightline of the main entrance to a Primary, Intermediate or Secondary school.

3.2 OOHMAA members will not advertise Occasional Food and Beverage Products within a 300-metre sightline of the main entrance to a Primary and Intermediate School. Only foods and beverages classified under the Food and Beverage Classification System (FBCS) as being intended for 'everyday' or 'sometimes' consumption may be advertised within the restriction zone. Foods and beverages that are not classified under the FBCS and have a Health Star Rating of 3.5 or above may also be advertised within the restriction zone.

3.3 This Policy does not apply to transit advertising on buses, trains, trams and taxis. This Policy also does not apply to advertising on premises that sell these products where the advertising directly relates to the business of the venue. This is known as 'on-premise advertising'.

3.4 OOHMAA members will review all sign locations within the 300-metre restriction zone to ascertain whether this Policy is applicable and will review on an annual basis.

3.5 Where a complaint is received by ASA regarding an advertisement within 300-metres of a school, the OOHMAA will use its mapping software to determine if the advertisement is in breach of this Policy.

3.6 In the event of a breach of this Policy, the OOHMAA member will take immediate steps to facilitate the removal of the advertisement that is the subject of the breach.

04 OOHMAA MEMBER COMPLIANCE WITH THIS POLICY

The OOHMAA Code of Conduct requires all members to operate responsibly for the benefit of all stakeholders, including the advertising community it serves. This includes a proactive approach to adherence to the relevant ASA Codes as they relate to advertising to children or young people.

The Out of Home industry has developed an audience measurement system, Calibre, to map audiences against all roadside out of home advertising assets initially and then ultimately against all assets (including malls and airports) in 2021. This will allow members additional capability when planning campaigns against specific audiences and to minimise exposure of children or young people to campaigns advertising those categories included within the OOHMAA Placement Policy described in this document.

05 OOHMAA & THE CHILDREN AND YOUNG PEOPLE'S ADVERTISING CODE

The ASA's Children and Young People's Advertising Code applies to all advertisements that target children or young people. Under the Code, "Targeting" is determined by the context of the advertisement and the relationship between the following three criteria:

1. Nature and intended purpose of the product or service being promoted is principally or generally appealing to children or young people.
2. Presentation of the advertisement content (e.g. theme, images, colours, wording, music and language used) is appealing to children or young people.
3. Expected average audience at the time or place the advertisement appears includes a significant proportion of children or young people.

The OOHMAA Placement Policy provides a simple mechanism to ensure compliance with criterion 3 above; Advertising on signs within a 300-metre sightline of the main entrance to a primary through to secondary school are more likely to have an average audience that includes a significant proportion of children or young people. Furthermore, the Out of Home industry has invested in technology to guarantee its compliance with this Policy. The industry's audience measurement tool, Calibre, can incorporate available government data on school locations to ensure no restricted advertising is displayed where it could target children or young people.

06 DEFINITIONS

"Children" means all persons below the age of 14 years.

"Young People" means all persons who are at least 14 years but under 18 years.

"Occasional Food and Beverage Products" are those food and beverage products that are high in fat, salt or sugar and classified under the Food and Beverage Classification System (FBCS) as being intended for occasional consumption. If a particular product is not classified under the FBCS but is comparable or equivalent to a product that is classified, then it shall be deemed to have the same classification. If a particular product is not classified under the FBCS and is not comparable or equivalent to a product that is classified, then it shall be deemed to be an "Occasional food and beverage product" if it has less than 3.5 stars under the Health Star Rating System.

"Alcohol products" are beverages containing at least 0.5% alcohol by volume.

"Gambling services" include advertising or marketing communications on any medium which is undertaken by or on behalf of a licenced operator of wagering product or services.

“Sexual services” include advertising or marketing communications on any medium for adult-only products and services (such as gentlemen’s clubs, strip clubs, or escort services).