

Interpreting and Applying the Guidelines for Government Advertising



Scenario: Advertising by a public sector agency of new products and services

An agency launches an advertising campaign to raise awareness of grants and loans available for purchasing electric bikes, vehicles and mobility scooters. The campaign forms part of New Zealand's environmental strategy.

Generally, advertising of this nature will be appropriate where it is addressing an identified and justifiable need for information by the target audience at this time, and the content meets the standards expected of Government advertising. In this scenario, the public needs to be informed of the available grants and loans, so that they can take action to access them.



Practical guidance

The timing of an advertising campaign is an important factor for agencies to consider. For example, during a pre-election period, there is a heightened risk of a perception that public funds are being used to finance publicity for party political purposes. It may be prudent to run advertising outside this pre-election period, either by delaying or bringing forward the advertising, unless there is a clear identified and justifiable need for the information during this period.

