

LEARNING JOURNEY

Stage 1



Protecting your brand

How to make sure your creative expression leaves the right impression.



What is self-regulation

An overview of the self-regulation system and the different codes.



An advertiser's adventure

How to check your ad against the advertising rules so it's remembered for the right reasons.



Applying the AANA Code of Ethics

A series of questions you can answer to check if your ad complies with the AANA Code of Ethics.

Stage 2



Someone complained about my ad

How to respond to a complaint and what to do if your ad is found in breach of the rules.



Responding to Ad Standards

An overview of the complaints process and tips on preparing your response.

Stage 3



Book a training session

This session includes info about Ad Standards, how it can help, the AANA Codes and ad examples



Case studies

Examples of previous cases, including the ad, the complaint, advertiser's response and outcome.

Stage 4



Learning bite



Animation



Infographic/
Quick Reference Guide



Face-to-face