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CAD Statement 4 July 2010

Get Up Advertisement

All publishers responsibly have regard to defamation issues and the Commercials Advice (CAD) handbook makes it clear that defamation will be considered as part of the clearance process.

CAD has considered an advertisement submitted by Get Up ('noHarveyno'), it was reviewed in line with normal CAD procedures.

CAD received legal advice that the advertisement raises risks in relation to potential liability in both defamation and injurious falsehood.

Get Up was therefore advised that the advertisement could not be classified 'in its current form'.

As is its normal practice for all advertisers, CAD has offered to discuss these issues further and remains open to a dialogue with Get Up.

Get Up has submitted two new advertisements which have been cleared.

-ENDS-