

TVC Application Categories

Effective 1 September, 2017

Category and Description	Examples
<p>Simple TVCs</p> <p>Simple TVCs contain subject matter or claims that are generally non-scientific and uncomplicated.</p>	<ul style="list-style-type: none"> - General household and retail items (excluding therapeutic claims) primarily governed by the Australian Consumer Law - Food and beverage (excluding therapeutic claims) - Cosmetics (excluding therapeutic claims) - Entertainment, dining facilities - Motor vehicles - Financial products, services and advice (corporate branding only) - Film, television, DVD and streaming services - Legal services, personal injury - Travel - Community Service Announcements (not political or election matter) - Real estate
<p>Complex TVCs</p> <p>Complex TVCs contain subject matter or claims that are generally complicated and are likely to require additional review by senior members of the CAD Team.</p>	<ul style="list-style-type: none"> - Therapeutic goods/devices - Cosmetics (where therapeutic claims are made) - Weight loss products - Lotteries, Gambling or Gaming - Political/Election matter - TVCs to be placed in 'C' time - Health services - Financial products, services and advice (TVC includes specific details in relation to the financial product, service or advice)

Please note:

An application for a Simple TVC may become Complex and vice versa, based on the complexity of the claim and the time taken to review.