



Example of a Clearcast Retail Substantiation Form

This form has been created to help agencies compile the necessary information and legal assurances needed for clearance of price reduction and offer messages in advertisements. It is designed to cover the majority of eventualities in any advert however if you're unclear about anything please contact your Clearcast representative who will be happy to assist.

Using this form:

- As price reductions are a legal issue this form must be completed by someone who is appropriately qualified.
- Double-pricing must be shown on-screen for any item which is reduced in price. Where a price is not shown or included in the VO (eg. 'Now half-price') double pricing isn't necessary.
- For children's toys, or products with particular appeal to children, anything over £30 (even at the sale price) must be stated on-screen regardless of the sale message.

Other substantiation which may be necessary:

- If a product or service is described as 'free' we also need an assurance that this could genuinely be classed as 'free'. We require confirmation that the price has not been increased to cover the cost, that the item is normally available at a charge and has been for a minimum of six months or that it is not considered normally part of a package.
- For further info please see the [CAP website](#).

Clearcast Retail Substantiation Form

We have filled in this form with guide text, in green.

Please replace this text with your own, and recolour it as black text.

OFFER

Please provide a clear breakdown of the offer with confirmation of whether the offer is on all or selected products in the store/range:

This summer come on down to the Bed shop for fantastic savings on a wide range of beds. Free mattress available for a limited time.

1. I can confirm the offer is part of our Summer Sale and that we have savings on a specific range of beds.

2. I can confirm that the dream bed range will be available at up to 50% off and that a free mattress is available for a limited time only on selected beds. A minimum spend applies.

PREVIOUS APPROVAL

Please confirm whether these offers have been approved previously. If yes please provide the clock numbers or script references:

Yes we had a similar script approved in Sept 2012. The pre-production script number was 5827/26/NOV/2012/V1 and the clocked ad was TBS/DFWS008/020

OFFER START & END DATE

The Summer Sale starts on 26th June. Savings on selected beds end 17th August.

MEDIA START & END DATE

25th June 2017 – 17th August 2017

PRODUCTS FEATURED

Product	Normal Price	Sale	Save	% Off
Dream bed style	£800	£400	£400	50%
Comfy bed style	£800	£600	£200	25%
Lazy bed style	£1,000	£700	£300	30%

ONLINE

Please confirm whether these products/offers are available online. If yes please confirm they are the same price and have the same offer dates:

All products are also available online. I can confirm that they are the same price and have the same offer dates.

MINIMUM SPEND

Please confirm whether there's a minimum spend for this offer. If yes please confirm the amount:

A minimum spend of £600 applies for the free mattress.

DELIVERY

Please confirm whether there's a delivery charge. If yes please clarify whether it's standard or varies and whether there are any restrictions such as day of order or location:

We have a delivery charge of £30. The customer has the option to pick up from store (no charge).

AVAILABILITY

Please confirm the percentage of stores the products/offers are in:

The offer is available in over 85% of our stores.

VISUALS

Please confirm the visuals are accurate to what a consumer will receive:

I can confirm that the visuals are 100% accurate and all of the beds featured are part of the offer.

CREDIT

If credit is stated please fill in a Consumer Credit Compliance Template.

CONFIRMATION OF STOCK

Please read the below and sign where indicated:

I can confirm that there will be enough stock for anticipated demand for the campaign period. If we run out of any of the items advertised we will remove the ad from air immediately.

Signed by



Position **Legal Advisor to the Bed Shop**

10% RULE

For 'up to' and 'from' claims 10% of the products in the offer need to be available at the full claim price. Please confirm the 10% rule:

I can confirm that over 25% of our total stock is available at the full 50% reduction. This confirms the 10% rule.

CTSI CONFIRMATION

To whom it may concern

I write to confirm in respect of the above advertising:

Either that:

- The goods have been sold at the higher price in significant quantities for at least 28 consecutive days in the last 6 months

Or:

- That the full price is a genuine one
- The goods could be sold in reasonable numbers at the higher price
- The higher priced goods were available in significant quantities
- The period of the higher price offer was sufficient to be a genuine offer of sale

I can confirm that we have adhered to the CTSI 'Guidance for Traders on Pricing Practices' document and that I'm suitably qualified to discuss legal issues/compliance.

Signed by

Penny Mayson


Position **Legal Advisor to the Bed Shop**

CPR CONFIRMATION

If there is an offer end date please confirm compliance with the BCAP Code section 3.31 and the Consumer Protection Regulations. Clearcast requires confirmation the offer will not be extended beyond the date given in the ad.

I can confirm that the offer will not be extended beyond: **17/08/2017**

Signed by

Penny Mayson


Position **Legal Advisor to the Bed Shop**

TERMS AND CONDITIONS

Please submit all terms and conditions related to this offer:

1. The offer is not available at all of our stores so we will include this as a legal.
2. A minimum spend applies for the free mattress offer.
3. All items on sale are not exchangeable.

SUGGESTED LEGAL TEXT (if appropriate)

0% APR Representative. Credit subject to status. Offer ends 17th Aug. Selected stores and availability. Minimum spend & Terms and Conditions apply.

Provided by:	Wesley Dring
Position:	Account Manager
Date:	20/1/17