

Advertising Made Approachable

When creating financial promotional material, no matter what the format, there are many things to consider. Our comprehensive checklist is designed to help you align your financial promotion advertising with the current regulations.



Advertising checklist

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| <input type="checkbox"/> Is your advert clear, concise and 100% accurate? | <input type="checkbox"/> Could the advert be construed as offensive in any way? |
| <input type="checkbox"/> Does your advert offer a balanced view of the benefits and risks associated with buying finance? | <input type="checkbox"/> Is all important information easy to see or hear? |
| <input type="checkbox"/> Is all important information clear, concise and free of industry jargon? | <input type="checkbox"/> If using social media for your advert, consider carefully which platform to use and any limitations such as number of characters available. |
| <input type="checkbox"/> Have you checked your promotion complies with all advertising codes and regulations? | <input type="checkbox"/> Have you ensured that consumers' legal rights haven't been used as a marketing tool? |

Making claims

- | | |
|---|--|
| <input type="checkbox"/> Are you able to substantiate any claims you make as part of your advert with evidence? | <input type="checkbox"/> Have all your facts, figures, calculations and comparisons been checked and verified? |
| <input type="checkbox"/> Are all claims included entirely accurate? | |

Customer journey

- | | |
|--|---|
| <input type="checkbox"/> Is there a clear call to action in your advert for customers to follow? | <input type="checkbox"/> Are customers fully aware of key information such as the Representative Example before they can make a purchase using finance? |
|--|---|

Be sure to check

- | | |
|--|--|
| <input type="checkbox"/> Are you providing a balanced view that contains both the benefits and risks of finance? | <input type="checkbox"/> Does your advert include a representative APR with incentives to take out credit ? |
| <input type="checkbox"/> Does your advert include a full Representative Example when referencing an interest rate or the cost of credit? | <input type="checkbox"/> Is it obvious to customers that credit is subject to application, financial circumstances and borrowing history |
| <input type="checkbox"/> Are the representative APR and Representative Example as prominent in your advert as any offers or call to action? | <input type="checkbox"/> Does your advert clearly state you're acting as a credit broker, who the lender is, and whether you receive commission? |
| <input type="checkbox"/> Does your advert display your full company name and postal address as stated on the Financial Services Register (FCA) and FCA number? | |

You can get more tools and tips to help deliver great outcomes for your customers from the Barclays Partner Finance client hub.

[Visit the hub](#)

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We pride ourselves on being a proactive partner. So, if you would like more copies of this guide, please get in touch with your sales manager or call us now on 0844 811 7740.

Please remember that this consent is for information only and does not constitute legal or regulatory advice. It is your responsibility to make sure you meet all of the regulatory requirements with respect to financial promotions, if legal, compliance or regulatory advice is required, businesses should contact their own lawyers and/or advisors.

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