

# PRODUCT RECALL PROCESS

The following information has been collated to outline and assist with the booking of a product recall.

## GENERAL INFORMATION

Product Recalls usually occur for one of two reasons

### 1. Health – generally food and medical/personal products

Manufacturers of food goods, medical or personal products that are deemed to be unsafe, contaminated, faulty etc may need to be recalled from the shelves of distributors and retailers. The action may be initiated by the manufacturer themselves, or demanded by the Ministry of Health. This is an emotive issue; some forms of contamination can lead to birth defects, miscarriage, death etc.

### 2. Safety – all others such as toys, appliances, furniture etc.

All products could come under this category. Once again the manufacturer instigate this, or various other government departments e.g. Ministry of Health.

## **Procedure – Client Side**

There are stringent procedures for the manufacturers. They have to track down which batch numbers are affected, and where those batches have been dispatched to. A public message is then expected to recall those batches back to the manufacturer. The standard procedure is to advertise the recall in the local newspaper, supply media releases to the main media in the areas, and contact distributors directly. A manufacturer who does not comply or is seen to be slow to act, is deemed negligent and can be in for legal action should a consumer have an accident or get sick, claiming they were not given adequate opportunity to know there was a problem

## NAB RESPONSE

The NAB can assist with planning and booking a Product Recall for both agencies and direct clients.

## PROCESS

- The NAB will treat Product Recalls as a priority and they will be actioned immediately.
- The NAB will require sufficient information from the client (as discussed below) and then will seek avails from the Newspapers, hold space with the papers to ensure room until booking, make up a schedule, cost the ads and then send this back to the agency/direct client for approval.
- Once the client has approved the schedule the NAB will book with the papers.
- PRIORITY PLACEMENT (Section A) should be negotiated with the paper to ensure maximum possible readership.
- Existing contract rates **can be utilised**. If no contract exists, product recall will be costed at casual rate card rates.

## ADVERTISEMENT REQUIREMENTS

There is a set format required for Product Recall advertisements as required by law.



- **Minimum Size – 12cm x 2 columns wide**
- **Border – Cross Hatch Border**

In order for the NAB to book a product Recall, we require the following information:

- Size of the advertisement
- Mono or colour advertisement (usually Mono)
- Positioning – usually Gtd Section A
- The papers the advertisements need to appear in.
- Preferred dates (usually will require back up date if no availability for first choice).
- Client and product information

There are two types of product recalls that the NAB deal with:

- Agency (payment processed as normal)
- Direct (Cash in Advance)
  - Payment for these ads must be received before the ads are booked with the papers.
  - We receive payment either by direct debit (proof required) or Cheque (via courier)

Please provide the NAB with the requested information and ensure that the creative agency is fully briefed in the legal requirements of the product recall notice.

**For further information or assistance,  
contact your Account Manager at the Newspaper Advertising Bureau**