

General Election Guidance 2023: Advertising and publicity – short case studies

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Scenario 8: Publicity of future services and benefits

An agency is responsible for a new programme which, if the current government is re-elected, will come into effect in March of the year following the election. The agency wants to start early with publicity so that all those who would be entitled to the new services and benefits under the programme are aware of it. The advertising will commence in September, which is one month before the general election.

Practical guidance

- In this situation, it may be prudent to delay the campaign until after the general election, particularly as the implementation of the programme may be dependent on the election outcome. That will reduce any risk that the campaign is seen as not being politically neutral.
- However, if the affected people need all the time between September to March to prepare for the possible change then this would be a good reason to proceed. If proceeding, the campaign needs to adhere to the *Guidelines for Government Advertising*.

