

WHIPPING THE CAT'S MENU OF MARKETING LEGAL SERVICES



DUE DILIGENCE AND RISK ASSESSMENT

✂ An examination and assessment of current practice, such as interviews, document reviews and work flow assessment. A report and recommendations are included.

CONTRACT REVIEW AND DRAFTING

- ✂ Drafting of template agreements, work orders and SLA's to cover contractual relationships with customers, agencies, service providers and contractors.
- ✂ Reviewing in-bound agreements from third parties.

PLAIN LANGUAGE DRAFTING

- ✂ Converting existing documents from legalese into plain language – including contracts, T&C's, website terms etc.
- ✂ Drafting new documents in the appropriate, easy-to-read language and style.

PROMOTION RISK MANAGEMENT AND COMPLIANCE

- ✂ Pre-vetting promotional material including point of sale collateral, radio scripts, TV commercials etc.
 - ✂ Drafting CPA-compliant promotional T&C's.
 - ✂ Managing the entire promotion to ensure CPA compliance, including:
 - drafting T&C's.
 - sending alerts for competition start date, end date, prize draws, winner notification dates etc.
 - collating and electronically storing all marketing collateral, T&C's, winner notifications, prize claim records etc. as required by the CPA.
 - providing the promotional competition affidavit and audit certificate as required by the CPA.

HOW TO ORDER:

Choose à la carte from the list of individually priced services we offer.

PREFER A SET MENU?

If you need a full plate, we recommend tailoring a retainer arrangement, which will cover all your legal requirements on a monthly basis.

TRADEMARKS

- ✂ Advice, protection, use and registration.

CONSUMER PROTECTION ACT (CPA) COMPLIANCE

- ✂ Workshops and training on the Act, and areas of impact on your business.
- ✂ Drafting CPA-compliant contracts, customer policies etc.
- ✂ Reviewing marketing material for CPA compliance.

ADVERTISING STANDARDS AUTHORITY (ASA) COMPLAINTS

- ✂ Attending to ASA complaints, from written submission through to tribunal appearance and appeal.

SOCIAL MEDIA ADVICE

- ✂ Strategic advice on legally "safe" content, including the "do's and don'ts".
- ✂ Pre-vetting material and campaigns.

DATA PROTECTION/PROTECTION OF PERSONAL INFORMATION (POPI) ACT COMPLIANCE

- ✂ Advice and training on POPI.
- ✂ Drafting POPI-compliant paperwork, including contracts, employment contracts and policies.
- ✂ Identification of high-risk areas, practices and systems.

WIRELESS APPLICATION SERVICE PROVIDERS' ASSOCIATION (WASPA) AWARENESS

- ✂ Advice and explanation of the regulatory guidelines of WASPA.
- ✂ Lodging or defending complaints through WASPA.

THE LAWS OF MARKETING



The legal issues associated with marketing and advertising, especially in the consumer space, can seem mind-boggling. And when it comes to doing the business of marketing, the agreements you make upfront must protect you in the long run.

WITH THE RIGHT LEGAL ADVICE, YOU CAN MANAGE LEGAL RISK AND PROTECT YOUR REPUTATION.

Whipping the Cat's team of commercial law advisors has extensive experience working with some of the largest FMCG businesses and advertising agencies in South Africa.

CLIENTS INCLUDE:



Whipping the Cat can help to identify, mitigate and solve legal issues across all functions in the advertising and communications space.



WHIPPING THE CAT DELIVERS PRACTICAL LEGAL SOLUTIONS QUICKLY

FAST, TRANSPARENT AND INNOVATIVE

We understand that in the fast-paced world of marketing, rapid turn-around times are essential. Whipping the Cat consistently delivers practical legal solutions – quickly.

And, when every minute is crucial, who needs hourly-based billing? Whipping the Cat's fees are fixed and the costs are transparent.

With a can-do attitude, we help clients to retain the creative integrity of their marketing material, while keeping them clear of shaky legal ground.



TESTIMONIALS:

“Your commercial and pragmatic approach complements the way I work. I know you understand our industry well. The quality of your outputs is first rate. You're not traditional lawyers.”

“Thanks for your speed.”

“The innovative, managed legal service solution offered by WTC has improved governance and reduced our exposure to legal risk.”