

# Marketing Approval Form

Material submitted by: \_\_\_\_\_ Fax Number: \_\_\_\_\_ Phone Number: \_\_\_\_\_  
Agency Name: \_\_\_\_\_ Target Audience: \_\_\_\_\_ Date Submitted: \_\_\_\_\_  
Name of Project/Item Requested: \_\_\_\_\_ Distribution Dates (beginning and end): \_\_\_\_\_  
Distribution Plan: \_\_\_\_\_  
Cost of project and quantity produced (if applicable) \_\_\_\_\_

**Media type (check ONE):**

Print Ad  Radio Ad  TV Ad  Billboard  Flyer  Newsletter  News Release  Poster  Busboard  Website  
 Theatre Ad  Brochure  Sign  Slogan  Incentive Item (please specify) \_\_\_\_\_  Other \_\_\_\_\_

**Which of the following goals does the project address? (check ONE)**

Adult Cessation  Teen Cessation  Teen Prevention  
 Pregnant Women Cessation  Reducing Disparities  Secondhand Smoke

**Why is the message appropriate for the targeted population?** \_\_\_\_\_  
\_\_\_\_\_

**Approval is requested for (check ONE):**

- Existing designs or text from Utah's The TRUTH campaign. (You may skip questions 1-9. If you plan to modify the artwork/text in any way, please provide a copy of the modified work for review)  
 Translated existing text (Please answer questions 1-9. Provide a copy for review)  
 Newly created materials: (Please answer questions 1-9. Provide a copy for review)  
 Materials from a source other than Utah's The TRUTH campaign (Please answer questions 1-9. Provide a copy for review)

**Review Questions:**

1. Which logos/tags have been included according to the Style Guide? (check ALL that apply)  
 The TRUTH  Utah Tobacco Quit Line  Utah QuitNet
2. Is the message clear? Y N
3. Is the message accurate? Y N
4. Does the project follow basic design principles? (e.g. uncluttered, avoids multiple fonts, distracting elements) Y N
5. Is there an appropriate call to action? N/A Y N
6. Does the message avoid victim-blaming, guilt, political messages, vulgarity, violence, or sexual references? Y N
7. Does the message avoid being potentially offensive to Y N  
a. the target audience Y N  
b. other stakeholders
8. Has input been obtained from the target population? Y N  
Explain \_\_\_\_\_
9. Is the project based on sound principles that are either proven effective or have the potential to be effective? Y N  
Explain \_\_\_\_\_

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**For TPCP only:**

APPROVED  NOT APPROVED  APPROVED WITH EDITS  RESUBMIT WITH EDITS

**Comments/Edits** \_\_\_\_\_  
\_\_\_\_\_

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**Signatures:**

**Contract Liaison:** \_\_\_\_\_ **Date:** \_\_\_\_\_  
**Media Coordinator:** \_\_\_\_\_ **Date:** \_\_\_\_\_  
**Program Manager:** \_\_\_\_\_ **Date:** \_\_\_\_\_