

AoG Advertising Services – Advertising Services Order (ASO)

Guidance for completing an ASO can be found on the final pages of this document.

Part A

For Participating Government Agency (the Client) to complete and send to Provider.

Date		Service Reference or ASO Number	
Project or Campaign Name			
Government Agency Name			
Contact Name	[s 9(2)(g)(ii)]		
Contact Title			
Contact Email	[s 9(2)]		
Contact Phone	[s 9(2)(g)(ii)]		
Authorisation Required by			
Provider Name	Aro Digital NZ Limited		
Provider Contact Name	[s 9(2)(a)]		
Provider Email	[s 9(2)] @aro.digital		

Government Agency to Complete

Schedule of Services	
Briefly outline the services you are requesting from Provider. For example, Strategy and advice; Creative concept development; Production and design; Media strategy, planning and buying; project management; Measurement, reporting and analysis of campaign effectiveness etc.	Strategy Creative Setup Campaign Delivery
Basis of Engagement	
Specify the basis of engagement for these services. For example: <ul style="list-style-type: none"> One off campaign or project Multi-stage campaign Partnership arrangement A sub group of providers for ongoing requirements 	One off campaign

Timing/Timeframes

Indicate the timeframe of engagement or where appropriate commencement dates of campaign or projects.

1 Month Strategy & Setup
3 Months campaign delivery

Indicative Budgets

Set out campaign or project budgets or annual budget [if known].

§[s 9(2)] total agency fee

Additional Information

If alternative pricing required such as monthly retainer, fixed fee, Performance measures or special requirements outline here.

Note: Any completed briefs and cost estimates may be referenced as appendix to this ASO.

Health and Safety Considerations

Set out any health and safety considerations for this engagement.

Part B

Provider Acceptance.

Conflict of Interest Declaration

I, NAME OF AUTHORISED SIGNATORY OF PROVIDER have made diligent inquiry whether NAME OF PROVIDER has any actual, potential or perceived Conflict of Interest were it to provide the Services described in this Advertising Services Order and I have disclosed any actual, potential or perceived Conflict of Interest and how it will be managed below:

Nil

Additional Information Required and/or Assumptions Made

Nil

Provider Acceptance

Provider agrees to deliver to the schedule of services under the basis of engagement as outlined in Part A of this ASO.

Name of Authorised Signatory §[s 9(2)(a)]

Signature

§[s 9(2)(a)]

Date

Part C

Government Agency Acceptance.

Government Agency Acceptance

Client acknowledges any conflicts of interest in Part B and appoints the above named provider to undertake the services under the basis of engagement as outlined in Part A of this ASO and any appended documents signed and referenced to this ASO.

Name of Authorised Signatory	Tim Hart, Manager Communications		
Signature	[s 9(2)(a)]	Date	12/4/23

Please send the link below to your agency contacts to complete after each engagement. For long engagements, we recommend sending this at key milestones to seek feedback throughout the engagement.

<https://www.research.net/r/ClientSatisfactionSurvey-AoGcontracts-ASO>

OFFICIAL INFORMATION ACT

AoG Advertising Services – Advertising Services Order Template

For use when varying an ASO only. Do not include in initial ASO.

Part D

Variations to Part A or Part B.

Should the requirements to the Schedule of Services, Basis of Engagement or Conflict of Interest change, a Variation to the original ASO is required. This variation is to be accepted and signed by the client and provider.

Variation Date	
Variation Number	
to ASO Number/Reference	

Details of Variations to ASO

Additional Information Required and/or Assumptions Made
DETAIL ADDITIONAL INFORMATION REQUIRED/ASSUMPTIONS MADE OR ENTER NIL

Provider Acceptance	
Provider agrees to deliver to the schedule of services under the basis of engagement as outlined in Part A of this ASO.	
Name of Authorised Signatory	
Signature	Date

Government Agency Acceptance	
Client accepts and authorises these variations to the original ASO as outlined and agreed above.	
Name of Authorised Signatory	
Signature	Date

AoG Advertising Services – Advertising Services Order Template

These guidelines are for reference purposes only and do not need to be included in the final document.

Guidelines for Completing Advertising Services Order

The purpose of the ASO

The purpose of the Advertising Service Order (ASO) is to detail the information needed at the time when a participating government agency requires the services of one or more panel providers. This requirement may cover a specific duration or period of time, or a particular one-off project, campaign or strategy. Guidance on what constitutes a partnership arrangement and a project or one-off campaign are outlined in the Guide to Selecting Providers document.

How to use the ASO

The information detailed in the ASO should include:

- agency contact name, details, reference number/name
- schedule of services
- the basis of engagement – partnership, project, campaign
- timeframes for delivery – time-bound, campaign commencement, critical dates
- indicative budget if known
- pricing model - hourly rate , fixed fees, alternative or retainer
- individual KPIs that not covered in base agreement, such as pre-campaign testing
- conflicts of interest
- assumptions made based on requirements
- variation to any of the above

Once the details in the ASO have been agreed to by both parties, all briefing documents, formal estimates, quotes, support documentation as part of the delivery of services can be included (as attachments, appendices or referenced) for purposes of audit, paper-trail, invoicing or reporting as appropriate.

The revised form aims to provide flexibility, ease of use and process. The ASO should be seen as the commitment between parties that denotes obligations and relationships that sit under the base agreement of AoG.