

# NFTHD #14: Rotating digital ads – one frame or more?

In this Notes from the Help Desk, we address a question on maximizing real estate in digital ads with rotating frames (e.g., every 5 seconds). Specifically, we were asked whether a therapeutic claim on one frame and the corresponding qualifier on another frame is acceptable — should the ad be viewed as a whole or as individual frames?

Our answer is, it depends! Context is key in these situations: What is the claim? How long are the rotations? What does it click through to? Do you have a backup plan?

The Code requires that any qualifier is located immediately below or adjacent to its claim. This requirement originated in the print environment, where the Code aimed to ensure that qualifying statements weren't buried in fine print — a principle that has been around for a long time. In previous editions of the Code there have also been detailed requirements for the length of time information appears on a screen. However, both technology and the way people engage with and interpret digital promotion have evolved significantly in recent years. Therefore, the Code of 'directly below or adjacent to' can be interpreted in the digital context as being on the next frame.

One would need to ensure that the transition to that next qualifying frame is a reasonable time (i.e. 5-10 seconds - not 45-60 seconds!) and that the qualifier is prominent on that next frame (i.e. not hidden behind a picture, or written in really small font).

Finally, we encourage companies to have a backup plan if there are glitches and the rotation doesn't work. This could be a basic single frame that can be used in place of the rotating banner, if the technology supports this.

So, rotating digital ads are generally considered as a whole and not frame-by-frame in isolation. They should meet the Code requirements when viewed in entirety.

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