

Help Note

Ticket pricing



CAP Help Notes offer guidance for non-broadcast marketing communications under the UK Code of Non-broadcast Advertising, Sales Promotions and Direct Marketing (the CAP Code). For advice on the rules for TV or radio commercials, contact Clearcast www.clearcast.co.uk for TV ads or the RACC www.racc.co.uk for radio ads.

These guidelines, drawn up by CAP, are intended to help marketers, agencies and media interpret the rules in the UK Code of Non-broadcast Advertising, Sales Promotion and Direct Marketing (the CAP Code). The “key points” are intended to aid media ad departments. The Help Note is based on past ASA rulings. It is not intended to be a substitute for the full CAP Code and neither constitutes new rules nor binds the ASA Council in the event of a complaint about a marketing communication that follows it.

Key points for media ad departments

- Advertisers may state face value of tickets without qualification only if no extra charges apply through any method of booking stated in the advertisement.
- If the face value price varies, for example by quality of seat or different venues, marketing communications that quote prices should state the range of prices for which the tickets can be bought or should state a “from” price
- If extra charges are not mandatory, advertisers may state either face value prices, if the advertisement explains where and how the face value tickets can be obtained, or inclusive prices.
- If extra charges are mandatory and common, advertisers should state the inclusive price that must be paid for the ticket.
- If extra charges are mandatory but variable, advertisers may state the minimum inclusive price that must be paid for the ticket as a “from” but should include a qualifying claim in accordance with 6.1 of this Help Note.
- The statement of extra charges, or their existence, should be no less prominent than the price.

1. Definitions

For the purpose of this Help Note, these definitions apply:

1.1 tickets: tickets bought for access to events such as stage productions, films, concerts, museums and sporting fixtures;

1.2 face value price: the cost of a ticket with all booking, transaction or other extra charges excluded;

1.3 extra charges: any fee levied on top of the face value price.

2. Face value prices

2.1 A face value ticket price should be quoted in a marketing communication without qualification only if no extra charges apply when buying tickets using any of the sales channels

mentioned in the marketing communication.

3. Variable face value prices

3.1 If the event has no one set face value price because of certain variables, for example quality of seat, length of validity of ticket or venue, marketing communications quoting prices should state the range of prices or a “from” price. Examples: “tickets £10 to £35” “tickets £10 (except London £12)” or “tickets from £10”.

4. Non-mandatory Extra Charges

4.1 If extra charges are not mandatory, advertisers may state either face value prices, if the advertisement explains where and how the face value tickets can be obtained, or inclusive prices.

4.2 Advertisements for single events that are booked through a single channel and for multiple events that have common charges and are booked through a single channel should specify those charges.

4.3 Advertisements for other multiple events or advertisements for events that are booked through more than one channel should merely state the existence of extra charges without specifying the amounts.

4.4 If the extra charges vary from channel to channel, the advertisements should say so.

5. Mandatory Extra Charges

5.1 If extra charges are mandatory and common, advertisers should state the inclusive price that must be paid for the ticket.

5.2 If extra charges are mandatory but variable, advertisers may state the minimum inclusive price that must be paid for the ticket as a “from” price but should include a qualifying claim in accordance with 6.1.

5.3 In addition, advertisers may state the face value price but it should not be more prominent than the inclusive price.

6. Prominence of qualifying claims

6.1 The statement of extra charges, or their existence, should be no less prominent than the price.

Substantiation for claims should be held before publication and should be made available to CAP or the ASA on request. Marketers should check the CAP Code for the full rules.

Advice on specific marketing communications is available from the Copy Advice team by telephone on 020 7492 2100, by fax on 020 7404 3404, or you can log a specific written enquiry via our online request form <http://www.copyadvice.org.uk/Ad-Advice/Bespoke-Copy-Advice.aspx>. The Copy Advice website at www.copyadvice.org.uk contains a full list of Help Notes as well as access to the AdviceOnline database, which has links through to relevant Code rules and ASA adjudications.