SPIRITMEDIA.

Quality Assurance Policy

Issued: October 2026. Next review: October 2027.

1. Purpose and Scope

1.1 This policy sets out how Spirit Media Scotland checks its own work before it reaches a client, and how we review it afterwards. It applies to everyone who works on client activity, including freelancers and subcontractors acting on our behalf.

2. Our Standard

2.1 Every plan, buy and report must stand up when someone who did not do the work checks it. That is the test we apply to everything in this policy.

2.2 A Joint CEO works on every client account throughout, not only at the pitch, and is accountable for the quality of that work.

3. Planning

3.1 Our planning follows one documented cycle of five questions: where are we, why are we here, where could we be, how could we get there, and are we getting there.

3.2 At every stage we ask one further question: will this stand up when someone checks it? It is asked throughout, not at the end, when it is too late to act on the answer.

3.3 Baselines come from sources the client does not control wherever they exist, with the source and date recorded. Targets are stated as a defended range with the working shown.

3.4 If our analysis shows that media is not the answer, or that success cannot be measured, we tell the client in writing before budget is committed.

4. Independent Review

4.1 Every plan and evaluation is read by someone who did not do the work. Their instruction is to find anything a critic would challenge. We correct what they find before the document is issued.

5. Buying

5.1 A benchmark is set before media owner offers are seen.

5.2 Planned and achieved price and delivery are recorded on every deal.

5.3 Where we do not take the lowest-cost option, the reason is documented.

5.4 Buying records are kept in a form that can be examined by the client.

6. Reporting and Evaluation

6.1 Evaluation is measured against an external indicator agreed at the outset wherever one exists.

6.2 Our reports state what the evidence cannot show as well as what it does show.

6.3 A report that cannot state its own limits is not issued.

7. Continuity of Client Knowledge

7.1 Client knowledge is documented in shared records, and written handovers are completed before any planned absence, so the quality of the work does not depend on one person.

8. Errors and Complaints

8.1 If we find an error in work we have done for a client, we tell the client promptly, put it right, and record what happened and what we changed.

8.2 Any client who is dissatisfied with our work can raise it with either Joint CEO. We acknowledge complaints promptly and respond in writing.

9. Responsibility and Review

9.1 The Joint CEOs are responsible for this policy. It is reviewed at least annually, and after any significant issue with client work.