

Guidance on Format of Materials for Pre-vetting Submission

DO

- Upload files that best represent how the consumer will view the campaign in market, for example:

For Interim Approval:

Static OOH, Print, POS, Digital: Key visuals in Landscape and Portrait

Digital or 3D OOH: Storyboard or Render

TV, Video: Final Scripts or Script + Storyboard, Draft Edits

Social Media: Caption copy, Imagery/Video, Hashtags, Emoticons

AR / Digital experiential campaigns: Customer Journey, User Experience Flow,

Packaging: Render of packaging design

Radio: Scripts

For Final Approval:

Static OOH, Print, POS, Digital: Final Artwork in Landscape and Portrait

Digital or 3D OOH: Final Digital Files

TV, Video: Final Edit

Social Media: Complete posts only

AR / Digital experiential campaigns: Wire Frames

Packaging: Final flat artwork

Radio: Final recordings of radio ads

For Advice:

Concept descriptions, Campaign overview, Mood Board, Global work to be adapted, Draft TV/Video Scripts or Script + Storyboard, Packaging concepts

- Show contextual communication elements, such as:
 - Subheadings
 - Body Copy
 - Caption Copy
 - Emoticons, hashtags
- Upload compressed files where practical, for ease of downloading and viewing
- Upload links that have permission granted for your pre-vetter

DON'T

- Upload documents that provide details that will not be viewed by the consumer, such as
 - Background strategy, Previous campaigns, or global campaigns you do not plan to run, Media Plans, Budgets
 - Whilst your pre-vetter can ignore these elements, it will cost you time and money when a pre-vetter must wade through materials irrelevant to the consumer, particularly when it is unclear what will appear in market and requires email clarification.
- Upload documents with multiple links to materials – document should be self-contained and have files embedded, or, materials should be uploaded as individual files.
- Upload Links that require permission by the pre-vetter to access – this slows down the process.
- Upload every size variation for an ad – pre-vetting approval allows size changes. If you upload a link to 88 size variations, it will take your pre-vetter a lot of time to determine that they are resizes of the same ad. This is an unnecessary cost and time constraint.