

**Date:** [Date]

**To:** [Influencer Name/Talent Agency Name]

**Campaign:** [Campaign Name/Product Name]

**Subject: Pre-Campaign Endorsement Compliance Advisory**

Dear [Influencer Name],

We are excited to partner with you for the upcoming [Campaign Name]. To ensure that all promotional content aligns with legal standards and advertising regulations, please review and adhere to the following endorsement compliance guidelines before publishing any content.

### **1. Clear and Conspicuous Disclosure**

All social media posts, videos, and stories must include a clear disclosure of your relationship with [Company Name]. This disclosure must be easy to read or hear and placed where consumers cannot miss it.

- **Visual Content:** Use hashtags such as #Ad, #PaidPartnership, or #[Company]Ambassador.
- **Video Content:** Include both a verbal disclosure and a superimposed text overlay during the video.
- **Placement:** Disclosures must appear "above the fold" or at the beginning of the caption/video. Do not hide the disclosure in a group of other hashtags or at the very bottom of a long description.

### **2. Honest Claims and Personal Experience**

Any claims made about the product must reflect your honest opinion and actual experience. You may not make specific medical, scientific, or performance claims that have not been provided or approved by our team in the official Campaign Brief.

### **3. Platform-Specific Tools**

In addition to manual text disclosures, please use the built-in "Paid Partnership" or "Branded Content" tools provided by platforms such as Instagram, TikTok, and YouTube.

### **4. Intellectual Property**

Ensure you have the rights to any music, images, or third-party trademarks featured in your content. Unauthorized use of copyrighted materials is strictly prohibited.

### **5. Review Process**

As per our agreement, all final drafts must be submitted to [Contact Person/Portal] for compliance review by [Deadline Date] prior to going live.

Failure to follow these guidelines may result in a request to edit or remove content, and could impact the terms of our partnership. If you have any questions regarding the proper way to disclose this partnership, please contact us immediately.

We look forward to a successful campaign.

Best regards,

[Your Name]

[Your Title]

[Company Name]