

Date: [Insert Date]

To: [Influencer Name/Talent Agency Name]

Address: [Insert Address]

Country: [Insert Country]

Subject: ADVISORY: Cross-Border Marketing Disclosure and Endorsement Compliance

Dear [Influencer Name],

This letter serves as a formal advisory regarding the legal and regulatory requirements for the upcoming cross-border marketing campaign for [Brand Name]. As this campaign targets audiences in both [Brand Home Country] and [Influencer Home Country/Target Markets], you are required to adhere to the advertising standards of all relevant jurisdictions, including but not limited to the FTC (USA), ASA (UK), or equivalent local consumer protection authorities.

To ensure full compliance and mitigate legal risks, please strictly follow these directives:

- **Clear Disclosure:** Every post, story, or video must include a clear and conspicuous disclosure of your material connection to the brand. Use approved tags such as #Ad, #PaidPartnership, or #[Brand]Ambassador.
- **Placement:** Disclosures must be placed "above the fold" or within the first two lines of a caption so they are visible without clicking "more." For video content, the disclosure must be superimposed on the screen or spoken during the audio.
- **Honest Endorsements:** All claims regarding the product must reflect your honest opinion and actual experience. You may not make scientific or technical claims about the product that have not been provided or verified by the brand.
- **Local Regulations:** You are responsible for ensuring that your content does not violate specific local laws regarding restricted industries (e.g., health, finance, or alcohol) in the target regions.

Failure to comply with these transparency requirements may result in the immediate suspension of the campaign, withholding of payment, or potential legal action from regulatory bodies.

Please acknowledge receipt of this advisory and your commitment to these compliance standards by replying to this email or signing below.

Sincerely,

[Your Name/Company Name]

[Title]

[Contact Information]

Acknowledgment:

I, [Influencer Name], acknowledge that I have read and understood the compliance requirements outlined above.

Signature: _____ Date: _____