



COMPLIANCE-READY

# Creative Toolkit

HFSS / Less Healthy Food & Drink Advertising Restrictions — UK 2026

Version 1.0

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A+C Studios

Important: This toolkit is a workflow and documentation aid only — it is not legal advice. For broadcast clearance use Clearcast; for non-broadcast use CAP Copy Advice. Always align with your legal team and relevant platform policies.

## TEMPLATES IN THIS TOOLKIT

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|-----------|--|
| <b>01</b> | <b>Placement Matrix</b><br>Scope + channel planning              |
| <b>02</b> | <b>Identifiability Checklist</b><br>Storyboard + animatic review |
| <b>03</b> | <b>Two-Cut Brief</b><br>Cut A brand-safe / Cut B product         |
| <b>04</b> | <b>Creator + Boosting Guardrails</b><br>Operational SOP          |
| <b>05</b> | <b>Deliverables Map + Naming</b><br>Trafficking rules            |
| <b>06</b> | <b>Sign-off Gates + Audit Trail</b><br>Clearance by design       |

## TEMPLATE 1

# Placement Matrix

Scope + channel planning

How to use: Complete 1.1 once per campaign. Fill 1.2 per placement type. Run 1.3 to catch accidental paid-for triggers.

## 1.1 Quick Scope Notes

<b>Campaign / Programme Name</b>	
<b>Brand / BU</b>	
<b>Start Date – End Date</b>	
<b>Territory / Audience</b>	UK only / UK + ROI / UK-accessible globally / other
<b>Product Context</b>	Brand-only / Includes product depiction / Mixed

*Tip: If stakeholders disagree on scope, stop and resolve before creative starts.*

## 1.2 Placement Matrix Table

One row per distinct placement type.

Channel / Placement	Paid-for Online?	TV/OD PS?	Time Window	Targeting	Creative Route	Cut	Owner / Notes

## 1.3 Paid-for 'Tripwire' Checklist

Tick any that apply. If ticked, treat as paid-for until compliance confirms otherwise.

<input type="checkbox"/>	Boosting / promoting organic posts
<input type="checkbox"/>	Whitelisting / creator spark ads / advertiser access to creator handle
<input type="checkbox"/>	Affiliate arrangements (commission-based posting)
<input type="checkbox"/>	Gifting / reciprocal arrangements specifically for content
<input type="checkbox"/>	Sponsorship arrangements resulting in online placement
<input type="checkbox"/>	Retail media paid placements (online)
<input type="checkbox"/>	'Always-on' activity continuing without review
<input type="checkbox"/>	Agency paid amplification on your behalf

TEMPLATE 2

# Identifiability Checklist

Run at storyboard, animatic, and rough cut stages

Purpose: Assess whether an average viewer could recognise the ad as being for a specific restricted product (not just the brand). Run at: Storyboard Animatic Rough Cut.

## 2.1 Single-Frame Test

Pause on the end frame, any hero shot, and any supers. Ask: "Could someone identify a specific product from this single frame?"

<b>PASS</b>	<b>BORDERLINE</b>	<b>FAIL</b>	Likely ide
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Notes / what triggered the decision: \_\_\_\_\_

## 2.2 Identifiability Risk Checklist

A – Pack / Pack-like Cues	
	Pack shot (front or partial)
	Pack-like framing (product framed like a pack shot)
	Pack colours / layout strongly resemble a single SKU
	Barcode / nutrition / legal lines visible
Action: Remove from Cut A; move to Cut B or replace with brand assets.	
B – Product Naming (Text / Audio)	
	Specific product name spoken
	Specific product name in supers / on-screen text
	Variant / flavour called out
	Price / promo referencing a specific product
Action: Remove from Cut A; replace with brand-level language.	
C – Unwrapped Product Recognisability	
	Distinctive shape, marks, patterning, surface details (SKU-level)
	Distinctive cross-section / bite / filling coding one SKU
	Macro realism making product 'readable'
Action: Abstract, stylise, or swap for ingredient theatre not coding one SKU.	
D – End Frame Dependence	
	End frame relies on product visuals to close the story

Product + logo lockup implies 'this product' rather than brand
CTA points to a specific SKU ('try X', 'buy X')
Action: Build a brand-safe end card system for Cut A.

**E – Combination Cues (Stealth Risk)**

Multiple brand cues combine into SKU recognition (colour + slogan + shape + sound)
Character / mascot directly interacts with a recognisable product
Action: Isolate cues; keep mascots in brand world behaviours in Cut A.

**2.3 Risk Rating + Decision**

Risk Rating	Decision
Low – Cut A usable Medium – Cut A with edits High – recut required	Proceed / Revise storyboard / animatic / Split into Cut A / B now / Seek Copy Advice

<b>Creative Ops sign-off:</b>	----- -----	<b>Date:</b>	-----
<b>Compliance sign-off:</b>	----- -----	<b>Date:</b>	-----

TEMPLATE 3

# Two-Cut Brief

Cut A = brand-safe · Cut B = product reveal (permitted contexts only)

## 3.1 Brief Summary

<b>Campaign Name</b>	
<b>Primary Objective</b>	e.g. brand fame / seasonal message / retail support
<b>Secondary Objective</b>	e.g. store visits / app installs / awareness lift
<b>Primary Audience</b>	
<b>Key Message (brand-level)</b>	
<b>Tone</b>	playful / premium / craft / energetic / etc.

## 3.2 Placement-First Constraints

CUT A – Brand-safe	CUT B – Product reveal
Paid-for online placements	TV / ODPS post-9pm
TV / ODPS pre-9pm	Other permitted contexts (specify)
DOOH	<b>Can include:</b>
Retail screens / in-store	Product modules (pack / product visuals, name, variant cues)
Owned / organic (non-boosted)	Product-forward end card
<b>Must avoid:</b>	
Identifiable product depiction	
Product naming / variant call-outs	
Pack / pack-like framing	
End frame product dependence	

## 3.3 Modular Build Plan

Identify shot blocks that can be swapped without rebuilding everything.

Module Name	Purpose	Cut A?	Cut B?	Notes
Brand world opener	Establish world / assets	Y	Y	
Sensory sequence	Appetite via metaphor	Y	Y	
Product module	SKU recognition / pack	N	Y	Isolate as insert
End card A	Brand-safe close	Y	N	



End card B	Product-forward close	N	Y	
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### 3.4 Mandatory Deliverables Summary

<b>Hero Durations</b>	6s 10s 15s 20s
<b>Ratios</b>	16:9 9:16 1:1 4:5
<b>Loops</b>	3-8s (DOOH / retail) Required Not required
<b>Subtitles</b>	Yes No
<b>Audio Versions</b>	Full mix M&E SFX only

TEMPLATE 4

# Creator + Boosting Guardrails

Operational SOP

Simple Rule: If there is consideration (money, gifting, affiliate, reciprocal arrangements) AND the content depicts an identifiable restricted product, treat it as paid-for online placement risk. Workflow guardrail — not legal advice.

## 4.1 Creator SOP — Recommended Flow

1	Decide the creative route Brand-only creator content vs product content.
2	Lock boosting rules Whether anything will be amplified / whitelisted.
3	Pre-approve scripts / storyboards Especially end frames, captions, spoken lines.
4	Publish with metadata controls Captions, tags, link-outs reviewed before posting.
5	Monitor and archive Keep a record of content, dates, and approvals.

## 4.2 What Creators Can vs Cannot Do

CAN DO — Brand-only Patterns	DO NOT COMMISSION — High Risk
Brand world storytelling with distinctive assets	Packaging / pack-like framing
Process / craft content — no identifiable product	Product name or variant call-outs
Lifestyle / ritual content at brand level (no SKU cues)	Recognisable unwrapped product features
Generic ingredient theatre not coding one SKU	Product-forward end frames or 'buy now' CTAs for a specific SKU

## 4.3 Creator Brief Addendum — paste into all creator briefs

- Do not show packaging, product names, or recognisable unwrapped product details that identify a specific product.
- Do not include variant / flavour call-outs.
- Any on-screen text and captions must remain brand-level.
- Do not accept whitelisting / boosting requests without written approval.

## 4.4 Boosting / Whitelisting Flags



<b>DO NOT BOOST</b>	Product-depicting or identifiability uncertain. Do not boost or whitelist without written compliance sign-off.
<b>BOOST OK</b>	Brand-only, Cut A, approved by compliance owner. Spark ads require a trafficking rule entry.

TEMPLATE 5

# Deliverables Map + Naming + Trafficking Rules

Finalise before handover to media ops

## 5.1 Deliverables Map

Asset	Cut	Duration	Ratio	Audio	Subs	Format	Placements	Owner
Hero film	A	15s	16:9	Full	Y	ProRes/H.264	Paid online / pre-9pm	
Hero film	B	15s	16:9	Full	Y	ProRes/H.264	Post-9pm TV/ODPS	
Social cutdown	A	6s	9:16	Full	Y	H.264	Paid social	
DOOH loop	A	6s loop	16:9	Silent	N/A	HAP/MP4	DOOH	
Retail loop	A	8s loop	16:9	Silent	N/A	MP4	In-store	

## 5.2 Required Naming Convention

Use this pattern for every deliverable. Prevents version leakage.

**[Brand]\_[Campaign]\_[AssetType]\_[CutA/CutB]\_[Duration]\_[Ratio]\_[PlacementTag]\_[Status]\_[v#]**

Brand\_Campaign\_Hero\_CutA\_15s\_16x9\_PaidOnline\_APPROVED\_v03

Brand\_Campaign\_Hero\_CutB\_15s\_16x9\_TVPost9pm\_APPROVED\_v02

Brand\_Campaign\_Loop\_CutA\_06s\_16x9\_DOOH\_APPROVED\_v01

**Status Tags:** WIP | IN\_REVIEW | APPROVED | DO\_NOT\_USE

## 5.3 Trafficking Rules

One-page control — stops the wrong version being placed.

Placement	Cut A (brand-safe)	Cut B (product)
Paid-for online placements	Allowed (subject to final approvals)	Not allowed
TV / ODPS pre-9pm	Allowed (subject to clearance)	Not allowed
DOOH / retail screens / in-store	Allowed (media owner policies)	Default to brand-safe
Owned / organic (non-boosted)	Allowed (do not boost without review)	Only if confirmed not paid-for
TV / ODPS post-9pm	—	Allowed (subject to clearance)

**Media Ops acknowledgement:**

Name / Role: \_\_\_\_\_

Date:

\_\_\_\_\_

## 5.4 Delivery Package Checklist

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Master files (each cut, each ratio / duration)
Subtitles / captions (if required)
Audio stems / M&E (if required)
Key art frames (brand-safe + product)
Trafficking rules sheet (signed)
Asset register (with 'do not boost' flags)
Approval log (Template 6)

TEMPLATE 6

# Sign-off Gates + Audit Trail

Clearance by design

## 6.1 Stage Gates

Stage	What Gets Reviewed	Owner	Required Artefacts	Decision	Date
1. Placement-first brief	Placements + constraints	Media + Brand + Compliance	Placement Matrix (T1)	Go / Revise	
2. Storyboard check	Identifiability + wording	Creative Ops + Compliance	Storyboard + T2	Go / Revise	
3. Animatic check	End frames / supers / audio	Producer + Compliance	Animatic + T2	Go / Revise	
4. Modular build plan	Cut mapping	Producer	Module plan (T3)	Go / Revise	
5. Rough cut review	Version control	Producer + Brand	Cut A/B rough cuts	Go / Revise	
6. Final approvals	Trafficking + delivery pack	Media Ops + Compliance	T5 + delivery checklist	Go / Revise	

## 6.2 Approval Log — Audit Trail

Asset Name	Cut	Version	Approved By (Role)	Date	Notes

## 6.3 'Stop the Line' Triggers

Escalate to compliance / clearance before production continues if:

- A stakeholder requests product name / pack / SKU cues in Cut A
- End frame becomes product-dependent
- Any plan includes boosting / whitelisting creator content
- Media plan changes to include paid-for online placements after creative is built
- Any 'borderline' identifiability result is recorded in Template 2

APPENDIX A

# Asset Register

Optional but recommended. Maintain as a live document throughout the campaign.

Asset	Cut	Identifiability Risk	Paid-for OK?	Pre-9pm OK?	DO NOT BOOST	Owner	Review Date

APPENDIX B

# Glossary

<b>LHF / HFSS</b>	Less healthy food / drink (HFSS = high in fat, salt, or sugar). Used interchangeably in these regulations.
<b>Paid-for online placement</b>	Where an ad is placed online in exchange for consideration – money or non-monetary value.
<b>Identifiable</b>	The average viewer can recognise a specific product (not just the brand) from the ad.
<b>ODPS</b>	On-demand programme service regulated by Ofcom (e.g. streaming platforms).
<b>Cut A</b>	Brand-safe version – avoids identifiable product depiction. For paid-for online, pre-9pm TV/ODPS, DOOH, retail.
<b>Cut B</b>	Product-forward version – for permitted contexts only (typically post-9pm TV / ODPS).
<b>Trafficking rules</b>	One-page control sheet stating where each cut can and cannot run. Mandatory for handover.

APPENDIX C

# Toolkit Implementation Checklist

Copy and paste into your project management tool or campaign folder.

<b>T1</b>	Placement Matrix completed and signed by Media + Compliance
<b>T2</b>	Identifiability Checklist run at storyboard and animatic stages
<b>T3</b>	Two-Cut Brief completed with modular build plan
<b>T4</b>	Creator SOP applied to all creator briefs / contracts
<b>T5</b>	Deliverables map finalised; naming enforced; trafficking rules signed by Media Ops
<b>T6</b>	Sign-off gates recorded; approval log complete
<b>—</b>	Delivery pack shipped with trafficking rules attached



ROLES REMINDER

# Recommended Owners

<b>Brand Owner</b>	Marketing / Brand Director	Objectives, approvals
<b>Media Owner</b>	Media planner / buyer	Placements, targeting, trafficking
<b>Production Owner</b>	Producer / Creative Ops	Versioning, naming, delivery
<b>Compliance Owner</b>	Legal / Compliance	Scope checks, sign-offs
<b>Channel Owners</b>	Social, Retail Media, Broadcast, DOOH leads	Channel-specific rules