

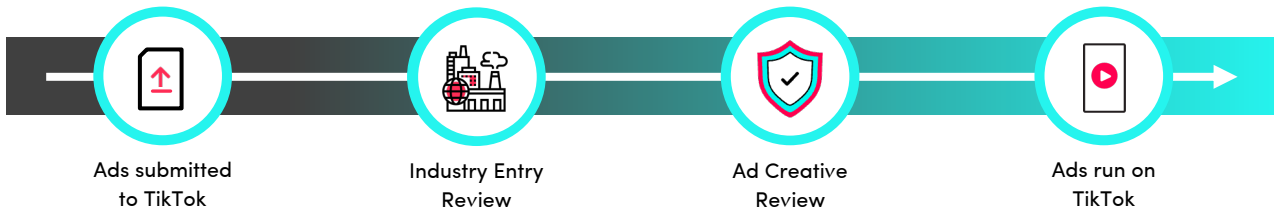
Alcohol

Introduction To TikTok Ad Policies

TikTok's mission is to *Inspire Creativity and Bring Joy* to all users! To help us achieve this, all ads posted on TikTok must be ethical, legal, and appropriate for our community. Here are some guidelines to consider when planning for your next ad creative!



Ad Review Process



Industry Entry Review

After ads are submitted, products and services are categorised in adherence to local laws and culture. At TikTok, alcohol products and services are categorised as either **Restricted** or **Prohibited**.

Restricted

In general, alcohol products or services must meet local laws and regulations to be allowed to promote in targeted market, such as:

- Alcohol by Volume Percentage (ABV %)
- Age targeting
- Business licenses and registration from local authorities
- Disclaimers

Prohibited

Products or services that are illegal, dangerous and/or harmful to the community based on local regulations are not allowed to promote in all countries or regions.

Examples:

- Alcoholic or alcohol-free beverages (for AU & NZ)
- Alcohol ABV >15% (for VN)
- Alcohol ABV >0% (for SEA, except VN)

Overview by Markets

	SG	PH	KH	VN	TW	JP	KR	MY	ID	TH
ABV % Allowed	0% alcohol only			<15%	No restrictions on ABV%			0% alcohol only		
Age Targeting	18+					25+				
Licenses		✓	✓						✓	
Disclaimers		✓	✓	✓	✓		✓	✓	✓	✓

For more specific details, please reach out to your assigned Sales Account Manager.

SG: Singapore; PH: Philippines; KH: Cambodia; VN: Vietnam; TW: Taiwan; JP: Japan; KR: Korea; MY: Malaysia; ID: Indonesia; TH: Thailand



Ad Creative Review Checkpoints

1 Targeting Region Information

- Age targeting / group
- Currency
- Language

Advertiser will input this information on TTAM when submitting your ads.

2 Landing Page

- Promoted products or services
- Functionality of landing page
- Consistency with Ad Creative



3 Ad Creative Elements

Ad Video / Image

Caption / Display Name

Audio



Guidelines to bear in mind:

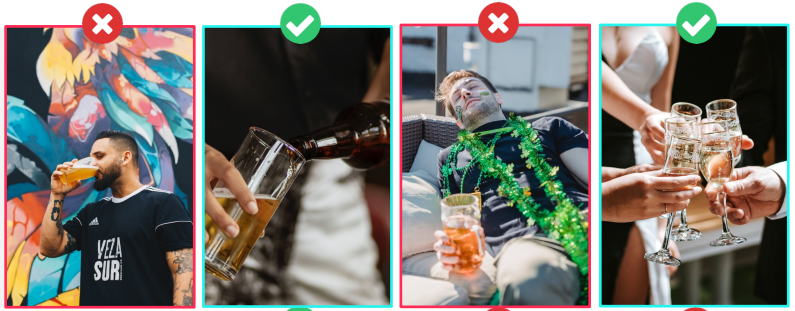
1. Respects and adhere to local laws and regulations
2. Consider and respect local social and cultural customs
3. Misleading information and untrue expressions are prohibited

Notable Ad Policies For Alcohol Industry

Alcohol References

Ads must have responsible messaging and should not promote irresponsible drinking behaviours, such as:

- Drunk-driving
- Binge drinking or bottomless drinking
- Glorifying the effects of alcohol



Alcohol Promotion

Ads must not prominently promote any unapproved alcoholic beverages and related products or services, such as:

- Depiction of alcoholic product above allowed ABV%
- Venues that provide alcohol
- Alcohol accessories in markets where not allowed



Featuring Models

Models featuring in the ads must be of legal age. Any of the following profiles will not be allowed as models:

- Minors (under 18 years old)
- Pregnant women



Disclaimers

For countries that mandate a disclaimer, ensure all ad creatives include a disclaimer. All disclaimers must be:

- Clear and visible
- Have a responsible messaging
- In local languages, as required

*Visual examples shown are non-exhaustive. Please refer to local market regulations.



Disclaimer: Information presented in this handout is valid at the point of publication. Please refer to the [Business Help Center](#) for the most updated policies. Follow us on TikTok (@tiktokadpolicy) to learn more about other policies!