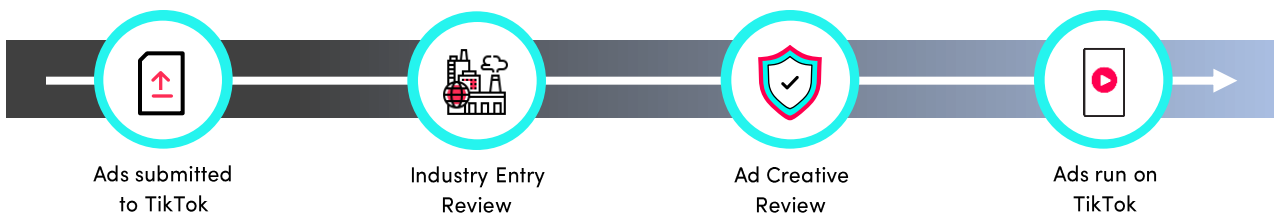


Introduction To TikTok Ad Policies

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, most Food & Drinks products are **Allowed** or **Restricted**; the categorisation of your product may change according to targeted region's laws and regulations

Allowed

Most Food & Drinks products are eligible to advertiser on TikTok. Examples:

- Coffee
- Tea
- Snacks

Restricted

Some products may need to meet local laws and regulations to be eligible for advertising, such as:

- Age targeting
- Business licenses
- Certificates or registration from local authorities

Prohibited

Products that are illegal, dangerous and/or harmful to the community are not allowed to promote in all countries or regions. Examples:

- Weight loss products
- Food products with exaggerated medical claims

Ad Creative Review Checkpoints

1 Targeting Region Information

- Age targeting / group
- Currency
- Language

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

2 Landing Page

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



Ad Video / Image

Caption / Display Name

Audio

3 Ad Creative Elements



General Policy Guidelines



Respect and adhere to local laws and regulations



Consider and respect local social and cultural customs



Misleading information and untrue expressions are prohibited

Notable Ad Policies For Food & Drinks 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

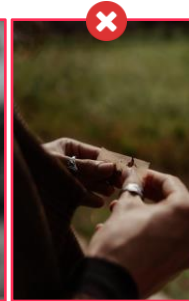
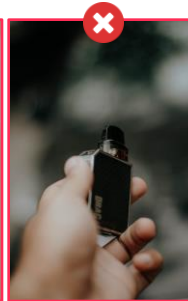


Tobacco Products & Smoking

Ad creatives and the landing page must not display or promote tobacco, and tobacco-related products

Examples:

- Cigarettes
- Cigars
- Vapouriser



Ad Language

Ad creatives and the landing page needs to be consistent with target language, or with a language that is acceptable in target region

Acceptable alternatives:

- Translated narration in ad
- Subtitles in acceptable language

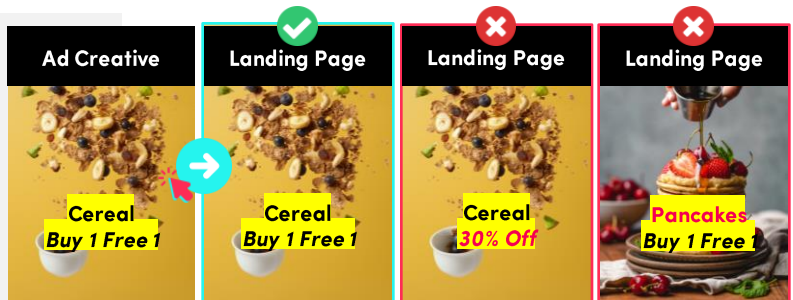
Example for Indonesia	✓	✓	✓	✗
Targeted Language	Bahasa Indonesia	Bahasa Indonesia	Korean	Bahasa Indonesia
Ad Text	Korean	Bahasa Indonesia	Korean	Korean
Narration or subtitles	Bahasa Indonesia	Korean	Korean	Korean

Ad Consistency

Any information promoted in ad creatives must be consistent with information found on the landing page.

Examples:

- Product brand
- Product type
- Sale events
- Pricing or discounts



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!