

# CARNIVAL CELEBRATIONS!

Tips on how to advertise during the festive season on TikTok.

## Advertise responsibly

To advertise products/services in this industry, the advertiser should **align in advance** with their account executive. Advertisers are responsible for complying with applicable federal and local laws and regulatory guidelines, including age restrictions. TikTok is not responsible for any non-compliance and in no way encourages the consumption of alcohol.

The ad creatives and landing page **should not display excessive alcohol consumption or irresponsible drinking**. Additionally, they cannot include creatives that encourage user-generated content.

### More details...

- ★ The creatives must include the disclaimer "**beba com moderação**" in both written and spoken form.
- ★ Landing pages (LPs) should have an age verification mechanism (e.g., age confirmation page/pop-up).
- ★ It is not allowed to use or depict individuals who **appear to be under 25 years old**.
- ★ Creative guidelines for alcoholic beverage ads must adhere to CONAR rules.

## Let's head to the street party!

Events sponsored by alcoholic beverages can promote themselves on TikTok, but exclusively for individuals of **legal drinking age**. For such events, it is necessary to align in advance with your account executive.



### It's hot, but let's not overdo it...

- ★ The ad creatives and landing page **should not focus** on intimate body parts such as genitals, buttocks, breasts, and should not display excessive visible skin.
- ★ It is important to note that displaying nudity, making sexual references, and showcasing excessively suggestive or sexually provocative behavior is **prohibited**.

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