## **Campaign Approval SOP**

## **Process**

 $\mathsf{Brief} \to \mathsf{Data} \; \mathsf{Review} \to \mathsf{Policy}/\mathsf{Legal} \to \mathsf{Creative} \; \mathsf{QA} \to \mathsf{Approvals} \to \mathsf{Launch} \to \mathsf{Post} \blacksquare \mathsf{review}.$ 

Attach policy checklist; track owner and due dates.

## **Quality Gates**

Cohort ≥ 50; no sensitive targeting; disclaimers present; accessibility checks complete.