

# ACME Dog Food Corporation: Internal Advertising Policy

## 1. Overview

This policy outlines the guidelines for advertising campaigns at our company. It is designed to ensure the effective and responsible use of advertising resources, aligning with our brand values and regulatory requirements.

## 2. Advertising Mediums

**Permitted Mediums:** Our campaigns will exclusively utilize image and text-based advertising. Video advertisements are strictly prohibited.

**Platforms for Consideration:**

Social Media (Facebook, Instagram, Twitter)

Print Media (Magazines, Newspapers)

Online Platforms (Google Ads, Blogs, Niche Pet Websites)

Outdoor Advertising (Billboards, Banners in Pet Stores)

## 3. Budget Allocation

**Maximum Spend:** Each advertising campaign is allocated a budget not to exceed \$5,000.

**Budget Breakdown:**

Creative Development: 20%

Media Buying: 50%

Monitoring and Analytics: 15%

Contingency and Miscellaneous: 15%

## 4. Creative Guidelines

**Brand Alignment:** All creatives must align with our brand's ethos of natural, healthy food.

**Content:**

**Imagery:** High-quality images of our products.

**Copy:** Clear, concise, and engaging text emphasizing health benefits.

**Legal Compliance:** Ensure compliance with all applicable advertising standards and regulations.

**Diversity and Inclusivity:** Represent a diverse range of breeds and inclusive imagery.

## 5. Target Audience

Primary Audience: Owners who prioritize natural and healthy food options for their pets.

Secondary Audience: Vets and pet nutritionists.

## 6. Campaign Planning and Execution

Objective Setting: Define clear objectives for each campaign (e.g., brand awareness, sales increase).

Channel Strategy: Choose the most effective channels based on the target audience and budget.

Scheduling: Optimize the timing of ad placements for maximum impact.

## 7. Monitoring and Analytics

Performance Tracking: Utilize analytics tools to monitor campaign performance.

KPIs: Key Performance Indicators include engagement rate, click-through rate, and conversion rate.

Adjustments: Make data-driven adjustments to campaigns in real-time.

## 8. Ethical Considerations

Honesty: Ensure all claims about our products are truthful and verifiable.

Responsible Messaging: Avoid exploiting emotional appeals and ensure a positive impact on the community.

## 9. Reporting and Review

Post-Campaign Analysis: Conduct a thorough review of each campaign's performance.

Learning and Improvement: Document learnings and apply insights to future campaigns.

## 10. Approval and Compliance

Internal Review: All campaign materials must be reviewed and approved by the Marketing Manager.

Regulatory Compliance: Ensure adherence to all advertising laws and industry regulations.

This policy is subject to updates and revisions to remain aligned with market trends, consumer behavior, and regulatory changes.