

# Advertising and Promotion Corporate Policy

## Why this Policy matters

Advertising and promotion helps BBC audiences discover content they have paid for through the licence fee. We also use paid advertising on external platforms to reach out to under-served audiences and low consumers of BBC services.

However, poorly judged promotional material risks damaging our reputation, breaching regulations or triggering substantial complaints, and critical media coverage.

As a public-funded organisation free from commercial and political interests, audience trust is our foundation. This Policy is designed to make all advertising and promotion meet the same exacting editorial standards as our programmes and journalism – accurate, transparent and impartial.

## Who this Policy applies to

This Policy applies to you if:

1. You work for, or represent, the BBC or one of its subsidiaries, and
2. You are involved in creating, commissioning or approving advertising and promotional content for BBC services, whether on BBC or third-party platforms.

This includes, but is not limited to:

- employees, full-time or part-time
- those on a fixed term or temporary contract
- freelancers, contractors or consultants
- volunteers or interns

## The essential things you must do or not do

These high-level essential mandatory requirements are the most important for you to understand and follow to meet the Policy objectives.

In addition to these, there are detailed requirements and best practices outlined in supporting procedures and guidance, linked below. Read this information when you need to understand the detail.

If you have any concerns or conflicting priorities that prevent you following essential requirements, please discuss them with one of the people listed in the section under 'Where to go for help and exceptions'. Without an approved exception, breaches may put the BBC at risk and may result in disciplinary action, up to and including dismissal, or termination of our relationship with you.

1. When creating advertising and promotional material, you must follow the BBC's [Editorial Guidelines](#), the [Ofcom Broadcasting Code](#) and the [Committee of Advertising Practice \(CAP\) Code](#).

2. You must submit all advertising and promotional materials for editorial compliance review before initial broadcast or publication.

3. You must create advertising and promotional content that accurately represents the BBC's offerings and does not mislead audiences.

4. You must differentiate all promotional content as advertising, regardless of platform.

5. You must complete the CCOG Editorial Essentials training if you are creating or commissioning advertising or promotional materials.