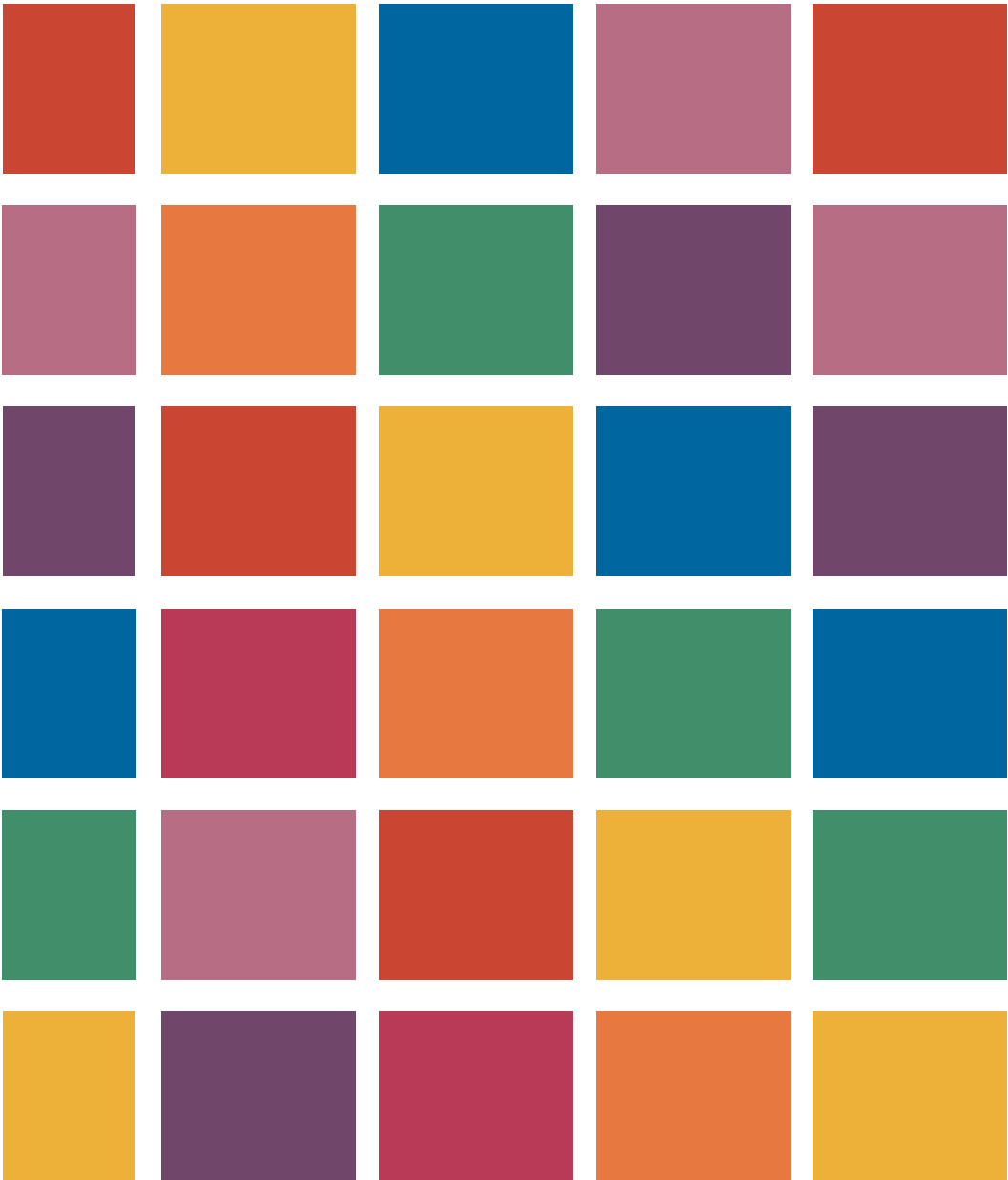


# CREATE WITH COMPLIANCE

## WORKBOOK

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# COMPLIANCE IS FUN.

**Who knew following the rules could unlock better ideas? Advertising regulations aren't here to cramp your style – they're here to make your campaigns sharper, smarter, and more engaging.**

The guardrails that shape how content is created and shared help you design work that truly connects. Digital inclusivity isn't optional anymore – it's the baseline. This workbook walks you through accessibility, human-centered design, and assistive tech considerations so compliance feels less like busywork and more like a roadmap for content that reaches everyone, every time.

## What's inside?

-  Big 6 Compliance Categories
-  Create with Compliance Checklist
-  Play by the Rules
-  From Oops to Awesome
-  The Loophole Lab
-  Fix the Flop
-  The Idea Playground

Create with Compliance Workbook

# THE BIG 6 COMPLIANCE CATEGORIES

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## TRUST & TRANSPARENCY

No fibs, no fines.



## ACCESSIBILITY & INCLUSIVITY

Design for everyone, or risk designing for no one



## DATA PRIVACY & PROTECTION

Hands off their cookies (unless you have consent).



## PLATFORM & POLICY ALIGNMENT

Because platforms have their own rulebooks.



## RESPONSIBLE INNOVATION

Let AI assist, not mislead.



## INTELLECTUAL PROPERTY & COPYRIGHT

Give credit, share the love.

LEARN MORE AT  
[WWW.CREATEWITHCOMPLIANCE.COM](http://WWW.CREATEWITHCOMPLIANCE.COM)



# CREATE WITH COMPLIANCE CHECKLIST

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Use this checklist to help you catch issues early, stay aligned with legal and ethical standards, and protect both your brand and your audience. It turns complex regulations into clear, actionable steps – reducing risk, speeding up approvals, and giving you the confidence that every piece of content you create is accurate, accessible, and compliant. It's not just paperwork – it's your playbook for producing responsible, trustworthy, and effective advertising.

Use it whenever you concept, draft, revise, or finalize content to make sure every stage stays on track.

## What this checklist helps you do:

- Spot risks early before they become compliance or credibility problems.
- Translate regulations into action with clear, simple steps.
- Verify accuracy in claims, data, and technical details.
- Ensure accessibility and inclusivity across formats and platforms.
- Protect your audience's trust through ethical, transparent content.
- Keep every deliverable consistent with brand standards and legal requirements.

## Trust & Transparency

Honest advertising isn't just nice – it's the law. Make sure every claim is backed by evidence, and always disclose sponsorships or paid partnerships. Think of it as creative integrity with a legal seatbelt.

- Substantiate all claims (health, environmental, or performance) with credible evidence.
- Clearly disclose paid partnerships, sponsorships, or endorsements.
- Ensure influencer and user-generated content follow disclosure requirements (#ad, #sponsored).

## Accessibility & Inclusivity

The American Disability Act and inclusive design standards aren't hurdles; they're invitations to reach a wider audience. Alt text, captions, color contrast, and thoughtful layouts make your work usable by everyone, and that's where brilliance meets responsibility.

- Provide alt text, captions, and accessible design in all digital content.
- Follow ADA Web Accessibility Rule standards for websites and media.
- Avoid stereotypes and ensure diverse, inclusive representation in creative assets.

## Data Privacy and Protection

Protecting personal data is essential for trust. Get consent, safeguard information, and stay transparent about what you collect and why.

- Obtain consent for collecting personal data.
- Comply with state, national, and international privacy laws and frameworks.
- Secure consumer data against unauthorized access or misuse

## Platform and Policy Alignment

Every platform has its own rulebook. From social networks to ad networks, staying aligned with policies keeps your campaigns visible, your metrics honest, and your reputation intact.

- Follow platform-specific rules
- Stay up to date on changes to the Digital Services Act (EU), Section 230 (US), and similar regulations
- Avoid manipulative targeting, especially with vulnerable populations.

## Responsible Innovation

Following emerging AI regulations and antitrust rules isn't optional – it's how brands build trust. Use AI responsibly, avoid unfair market advantages, and stay transparent about how automated systems influence your decisions.

- Monitor for misinformation, hate speech, or harmful content in campaigns.
- Comply with political advertising disclosure rules when applicable.
- Audit AI-generated or algorithm-driven content for accuracy, fairness, and bias.

## Intellectual Property & Copyright

Respect creative work: use licensed or original material, credit properly, and remember “online” doesn't mean free. Protecting IP safeguards your credibility and keeps campaigns litigation-free..

- Use only licensed or original images, music, and designs.
- Respect fair use limitations.
- Credit creators when using Creative Commons or open source materials

sketch ideas here

## **Play by the Rules (literally)** **Compliance Prompts for Creators**

Rewrite a wild ad claim so it actually passes FTC standards.

Sketch your favorite meme – now add a disclosure label.

Create an ad concept that's 100% compliant – but still totally outrageous, hilarious, or bold. Show that boundaries don't have to be boring.

sketch ideas here

## **From Oops to Awesome: Creative Compliance Challenges**

Learn how to creatively follow advertising compliance rules by spotting common mistakes and coming up with clever, “awesome” solutions that keep ads legal, ethical, and effective.

**Read each “Oops” advertising scenario.**

Identify which compliance rule or guideline was broken.

Brainstorm a creative way to fix the problem or redesign the ad so it follows the rules and stands out.

Draw, write, or sketch your awesome idea in the space provided.

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### **1. Oops! False Claims Alert**

An energy drink ad claimed, “Boosts your energy by 200% in 10 minutes!” but didn’t have scientific proof.

**Which rule did this ad break?’**

### **Awesome Solution:**

How can you creatively promote the energy drink’s benefits without making unproven claims? (Hint: Think of ways to highlight real features or use storytelling!)

sketch ideas here

## 2. Oops! Missing Disclosure

A social media influencer promoted a skincare product but didn't clearly say it was a paid partnership.

**Which compliance rule applies here?**

### **Awesome Solution:**

How can the influencer creatively disclose the sponsorship without losing engagement? (Bonus: Write a catchy hashtag or phrase they could use.)

## 3. Oops! Inappropriate Targeting

An ad for alcohol was shown on a kids' gaming app.

**What compliance mistake was made?**

### **Awesome Solution:**

How can you creatively redesign the ad campaign to reach the right audience while staying compliant? (Hint: Think about platforms, timing, or creative messaging!)

sketch ideas here

## **The Loophole Lab: Finding Smart Workarounds Without Crossing the Line**

What's one "gray area" in advertising compliance?  
Brainstorm creative ways to stay ethical and original in that space.

sketch ideas here

## **Fix the Flop! Exploring the space between rules and innovation**

Sometimes even the biggest brands get it wrong.

**Your challenge:** take a real-world compliance fail—like a controversial ad or an influencer misstep—and imagine how you’d remix it into something that’s both compliant and creative.

**Pick a flop:** Find an example of a brand or creator who made a compliance mistake.

**Analyze it:** What went wrong? Why was it a problem?

**Brainstorm a remix:** How could you redesign the campaign, post, or content so it follows the rules but still grabs attention?

sketch ideas here

**Share your comeback:** Sketch it, write a concept, or storyboard your solution. Bonus points for humor, clever twists, or bold ideas.

sketch ideas here

## The Idea Playground

Sketch your compliant masterpieces here and on the next few pages.

Would this pass  
an FTC sniff test?

Could every  
audience  
member  
access this?

sketch ideas here

Would this headline survive a fact-check?

Would you still hit publish if the regulator was in the room?

sketch ideas here

.....  
: Could someone :  
: using a screen reader :  
: get the full story? :  
.....

.....  
: If it went viral, would you be proud or panicked? :  
.....

# Want more?

## There's a whole book.

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**Create With Compliance** is the perfect sidekick to your Create with Compliance workbook. Think of it as the deeper dive that turns checklist items into real-world insights, examples, and exercises. Ideal for educators and students, it shows how accessibility, transparency, and ethical content can fuel smarter, more inclusive advertising – making compliance both practical and inspiring.

# Want more?

## There's a website.

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**CreateWithCompliance.com** is your digital companion to the Creative Compliance notebook. It's an online hub where checklists come to life and compliance concepts are transformed into interactive lessons, real-world examples, and hands-on exercises. Designed for educators and students alike, the site reveals how accessibility, transparency, and ethics drive smarter, more inclusive advertising – proving that compliance isn't just a rulebook, it's a creative advantage.

**[www.createwithcompliance.com](http://www.createwithcompliance.com)**



**Stay Creative, Confident & Compliant**