



COMPLIANCE WHITEPAPER / 2026 EDITION

Compliance by Design, Not by Chance.

A practical pre-publication framework for Nigerian advertising teams reviewing creative against ARCON requirements and Meta Advertising Standards.

CREATIVE Claims, visuals and disclosures	MARKET Nigeria-specific readiness	PLATFORM Meta policy preparation
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Move compliance review upstream.

A rejected or challenged campaign creates more than a media delay. It can trigger rework, lost launch windows, wasted spend, inconsistent approvals, and avoidable regulatory exposure. The strongest control is a repeatable review before publication.

1. BRIEF Define audience, market, category and claim.	2. EVIDENCE Collect approvals, licences and substantiation.
3. CREATIVE Review copy, visuals, audio and destination.	4. DECISION Resolve findings and record the outcome.

The pre-flight rule

Do not ask only, “Will the platform accept this?” Ask three separate questions: Is it lawful for this market? Is it consistent with the applicable advertising code and approvals? Is it allowed by the distribution platform?

Scrutia supports structured issue spotting and documentation. It does not replace the regulator, platform review, or advice from qualified legal and compliance professionals.

02 / ARCON readiness checklist

01	Confirm whether the material requires vetting, pre-exposure approval, or another clearance before publication in Nigeria.
02	Identify the advertiser, product category, intended audience, channels, campaign dates, and every Nigerian market in scope.
03	Substantiate objective and comparative claims with current, relevant evidence that can be produced if challenged.
04	Check whether sector-specific licences, approvals, warnings, age gates, or mandatory disclosures apply.
05	Confirm prices, offers, limitations, eligibility, and material conditions are prominent and consistent across the creative and landing page.
06	Document rights and permissions for trademarks, music, footage, testimonials, influencers, models, and other third-party material.
07	Review the complete execution - copy, visuals, audio, supers, captions, hashtags, destination page, and targeting - not the headline alone.
08	Keep a dated approval record showing the reviewed version, supporting evidence, decision owner, changes, and final release status.

Escalate uncertainty

For regulated products, sensitive claims, children, political or public-interest topics, promotions, or unclear approval requirements, pause publication and obtain specialist guidance.

03 / Meta advertising pre-flight

01	Review the ad creative, copy, targeting, call to action, and destination together; Meta's review can consider all of them.
02	Confirm the product, service, and creative are not prohibited and meet any restricted-category conditions.
03	Avoid misleading, sensational, discriminatory, unsafe, or evasive content and any attempt to circumvent review systems.
04	Check age, location, and audience controls for regulated or age-sensitive categories.
05	Avoid copy that asserts or implies sensitive personal attributes about the viewer.
06	Make sure the landing page works, matches the offer, clearly identifies the business, and does not hide material terms.
07	Keep the ad account and connected business assets accurate, secure, and in good standing.
08	Re-review edits to creative, targeting, optimisation, or destination because changes can trigger another review.

Remember

Platform approval does not prove regulatory compliance, and regulatory clearance does not guarantee platform approval. Both layers must be reviewed.

04 / Evidence pack before launch

01	Final creative files and a version identifier.
02	Campaign brief, audience, channels, dates, and market list.
03	Claim substantiation and source documents.
04	Licences, regulator correspondence, certificates, or approval references where applicable.
05	Talent, influencer, music, image, and intellectual-property permissions.
06	Offer terms, pricing basis, fulfilment limits, and required disclosures.
07	Screenshots or exports of platform settings and destination pages.
08	Reviewer, decision, remediation notes, approval date, and final sign-off.

A useful record answers four questions

What was reviewed? Which rules or risks were considered? What changed?
Who authorised publication?

A repeatable review workspace.

Scrutia helps teams inspect creative earlier, organise findings, and create a review trail before media submission.

MULTI-FORMAT REVIEW

Bring image, video, and copy review into a consistent workflow.

ACTIONABLE FINDINGS

Translate detected risks into clear issues for creative and compliance teams.

CAMPAIGN CONTEXT

Keep market, platform, evidence, and decisions connected to the work.

REPORTING

Export a readable review summary for stakeholders and records.

READY TO PRE-VET YOUR NEXT CAMPAIGN?

Download Scrutia or speak with the team at webcoupers.com.

Use current primary sources.

Advertising rules and platform policies change. Before each campaign, confirm the current position using official sources and qualified advisers where appropriate.

Advertising Regulatory Council of Nigeria (ARCON)

Official regulatory information and guidance: <https://arcon.gov.ng>

Meta Advertising Standards

Current advertising policies: <https://www.facebook.com/policies/ads/>

Meta ad review guidance

Review process and account-support guidance:

<https://www.facebook.com/business/ads/review-policy-guidelines>

Important notice

This whitepaper is educational and operational guidance, not legal advice, regulatory approval, or a guarantee that an advertisement will be approved. Requirements depend on the product, message, audience, channel, market, and current rules. Obtain professional advice for your circumstances and verify official sources before publication.

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