THE ART OF SAYING YES

Bold Creative Work in Complex Brands

🎙 Anneli Rispens, Founder of Social Frontiers

SOCIAL FRONTIERS



HI
I'M ANNELI



- Founder of **Social Frontiers**
- Digital dinosaur with **20 years' experience**
- ❤ On a mission bring the ***social*** back into social media
- Helps brands use social media **safely an effectively**
- Executive coach for **social media leaders**

Heineken McDonald's Nestlé PHILIPS ASML SEAT

WHY THIS MATTERS



CREATOR MARKETING IS SCALING FASTER THAN CONFIDENCE

More investment brings more scrutiny, more risk and more need for clear decisions.



71%

of organisations increased their creator-marketing investment year over year

74%

of enterprise marketers say brand safety became more important in the past year

43%

of influencer ads in the ASA’s latest broad review lacked adequate disclosure

Creator marketing has become core business. Its governance must catch up.

IT STARTS WITH SOMETHING GREAT



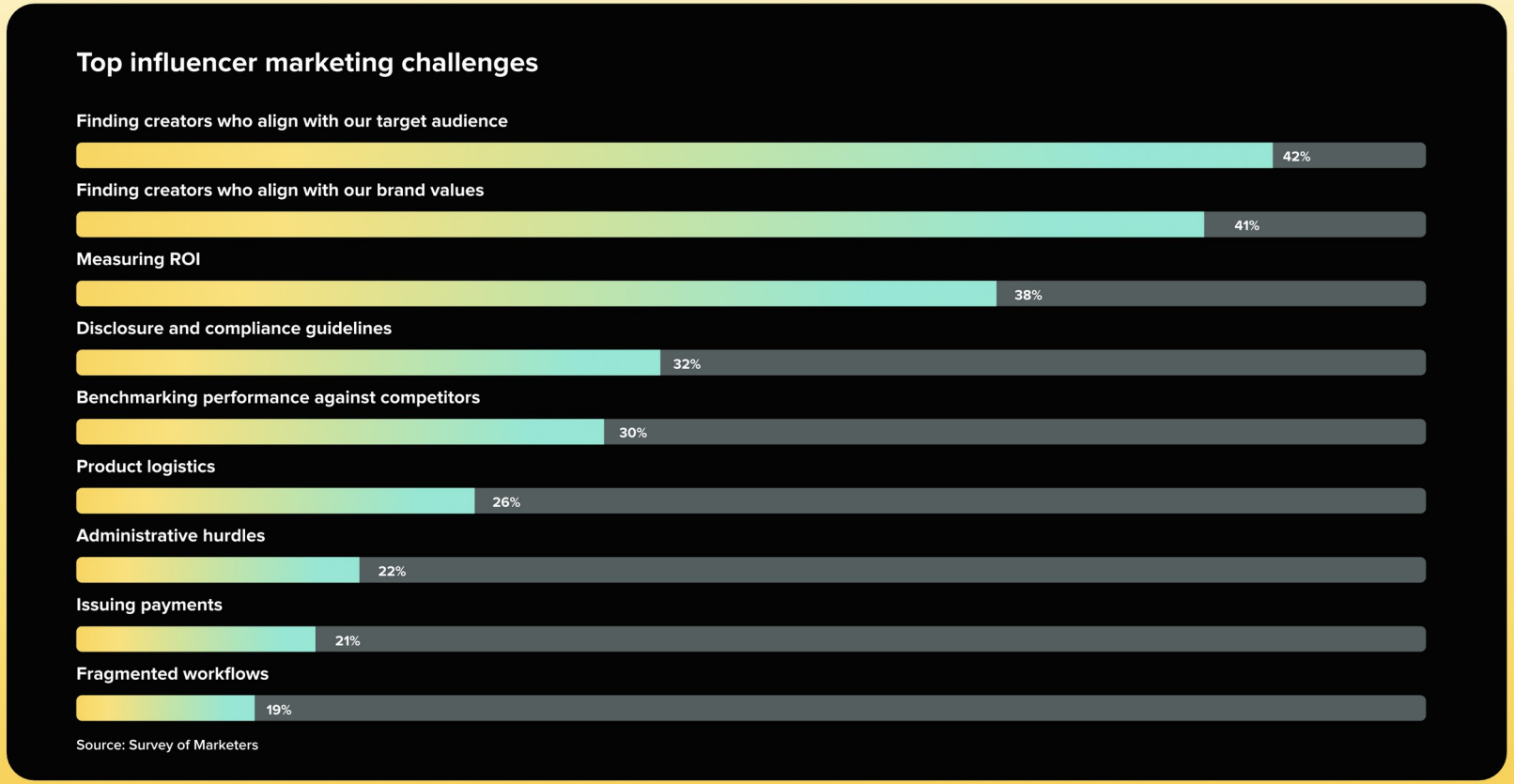
THEN EVERYONE WANTS A PIECE



THIS IS WHAT WE END UP WITH



32% OF MARKETERS AGREE COMPLIANCE IS A CHALLENGE



WHEN ‘JUST POST IT’ ISN’T AN OPTION

Different categories. Different boundaries. The same need for clear decisions.



HEINEKEN – ALCOHOL MARKETING

- Who can we feature?
- What behaviour are we normalising?
- Where and to whom can this appear?

MCDONALD’S – MARKETING TO CHILDREN

- Who is the content really reaching?
- Which nutrition and advertising commitments apply?
- Does the execution change by market?

NESTLÉ NUTRITION – WHO CODE

- Which products and audiences are in scope?
- What do national law and company policy require?
- What may we claim, show or promote?

MEET THE BRAND POLICE

The teams we all love to hate.
Until something goes wrong.



LEGAL

Can we say it?

COMPLIANCE

Are we allowed to do it?

COMMUNICATIONS

What happens if this travels?

The problem is not the people. It is the questions arriving too late.

Bold work starts with better questions.

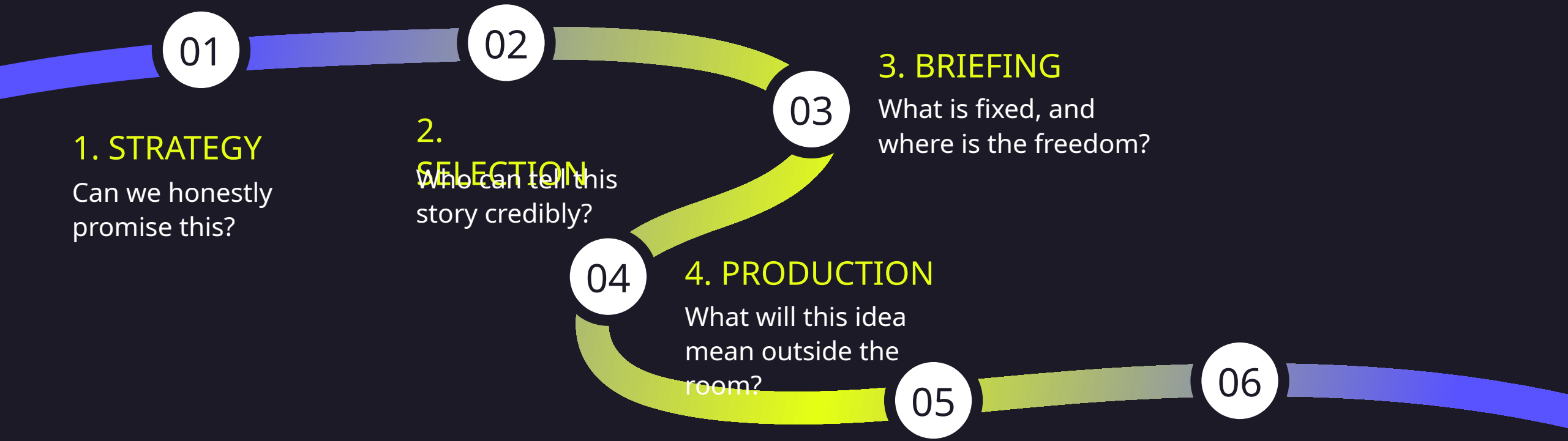
Better questions help teams reach a clear **HELL YES**, **HELL NO** or **NOT YET**.

OPERATING SYSTEM



FOLLOW THE CAMPAIGN, NOT THE ORG CHART

Six phases. Six key questions. One operating system for bold creator work.



1. STRATEGY

Can we honestly promise this?

2. SELECTION

Who can tell this story credibly?

3. BRIEFING

What is fixed, and where is the freedom?

4. PRODUCTION

What will this idea mean outside the room?

5. PUBLISHING

Would we confidently publish this exact post?

6. LEARNING

What should change in the next brief?

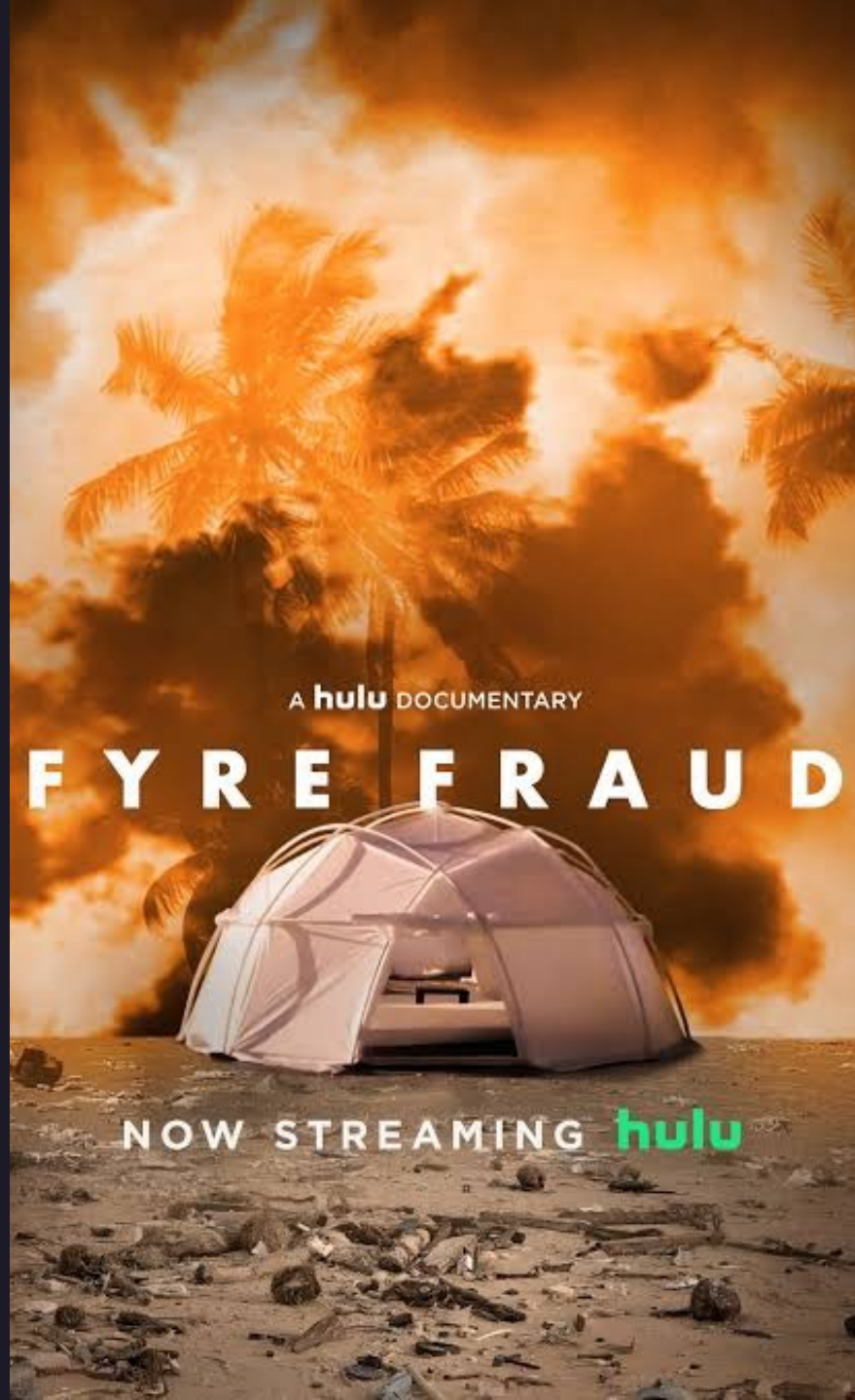



GEORGE TOWN, BH.
Final destination..... GWANGJU
45
1:10 PM
Now 4:00P

1. Strategy

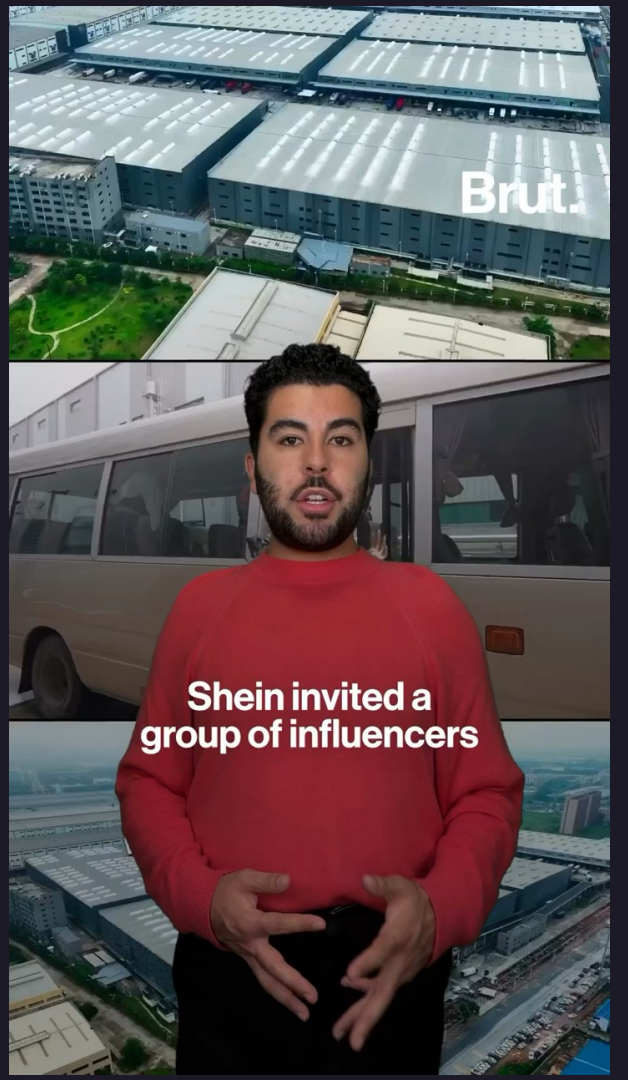
FYRE FESTIVAL X INFLUENCERS

Question	Can we honestly promise this?
Evidence	Creators promoted private-island luxury. The site, accommodation and services were not ready. The campaign created demand for an experience the business could not deliver.
Call	**HELL NO** The promise failed the reality check.
Next move	Prove that the full experience can be delivered before asking creators to sell it.



SHEIN


sheinofficial • Follow
sheinofficial Swipe through our recap pics for our fave moments with our partners checking out the next-level tech at our sorting warehouse!
@danidmc @itsdestene_ @itsjustajlove @furnandaofficial @kenyamollie @marinasaavedraa
#SHEIN101 #SHEINOnTheRoad
Edited · 3w
j___lander HOW MUCH DID YOU PAY THE INFLUENCERS? THEY WOULD NOT HAD GONE TO YOUR FACTORY FOR NOTHING.
OR DID YOU DO A DEAL TO PAY THEM
8,895 likes
JUNE 17
Log in to like or comment.


Brut.
Shein invited a group of influencers

2. Selection

SHEIN X LIFESTYLE CREATORS

Question	Could these creators tell the story credibly?
Evidence	The lifestyle creators reached fashion buyers. A paid and hosted visit limited what they could see and test. The claim about working conditions needed independent evidence.
Call	🟡 **NOT YET** The reach was strong. The proof was not.
Next move	Give creators access to independent evidence and room to challenge the brand’s story.



FIFA WORLD CUP
Qatar2022





3. Briefing

QATAR X FAN LEADERS

Question	What is fixed, and where is the freedom?
Evidence	Organisers provided travel, accommodation and tickets. Fan leaders agreed to amplify content, avoid disrespect and report abusive comments. Organisers said they did not expect fans to act as mouthpieces.
Call	🟤 **NOT YET** The boundary between support and direction remained unclear.
Next move	Disclose the relationship, narrow the firm limits and protect the supporter's freedom to be critical.

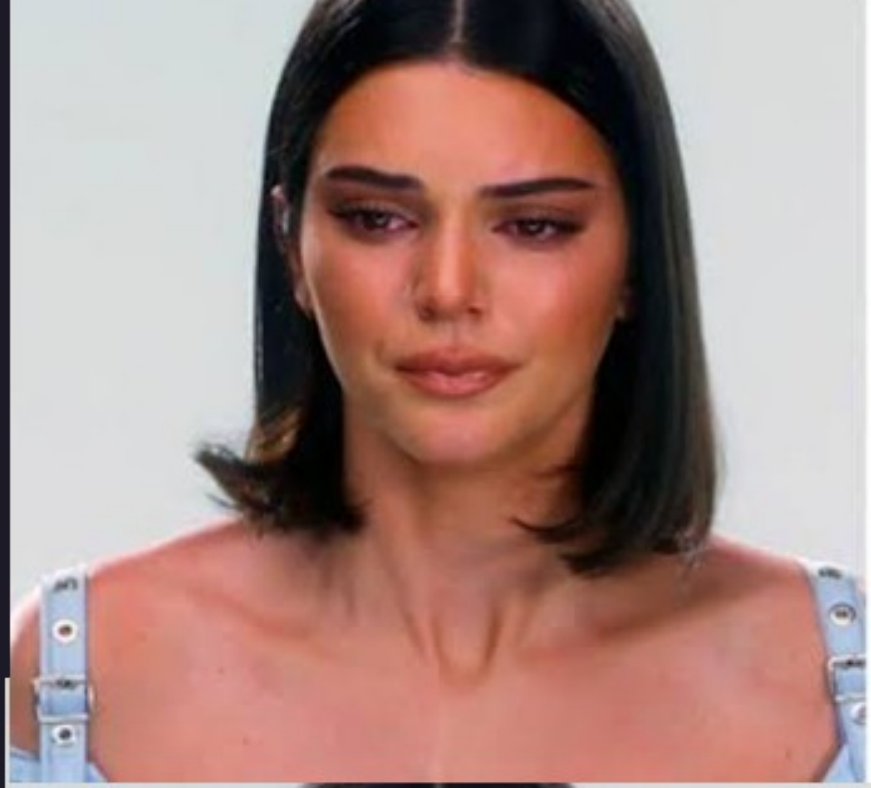


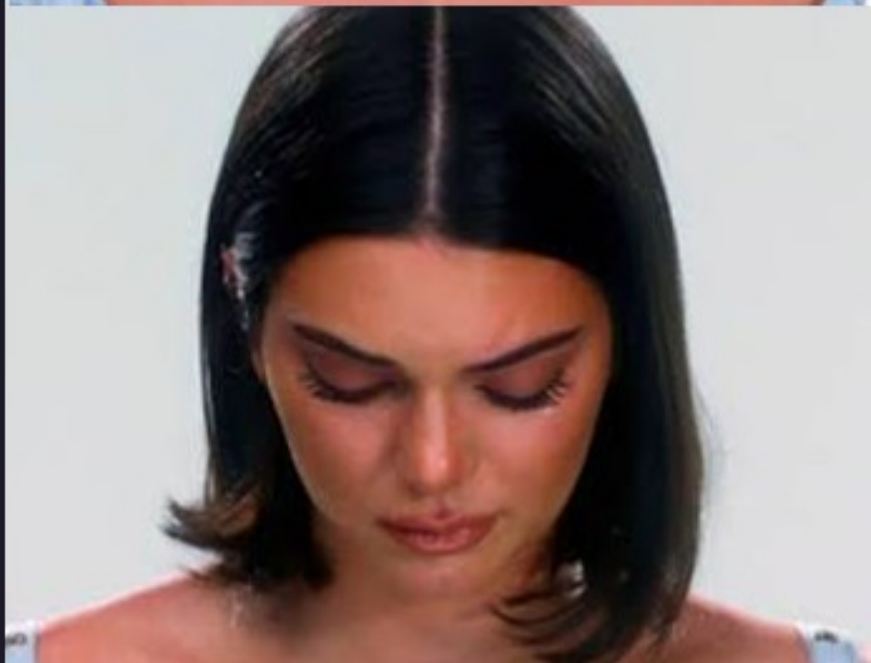


4. Production

PEPSI X KENDALL JENNER

Question	What will this idea mean outside the room?
Evidence	The film borrowed the visual language of real protests. A celebrity and a soft drink appeared to resolve social tension. The approval process missed how the story would feel in its wider cultural context.
Call	**HELL NO** The intention could not undo the meaning.
Next move	Bring people with relevant cultural knowledge and lived experience into the review before production ends.





5. Publishing

ADIDAS X NAOMI CAMPBELL

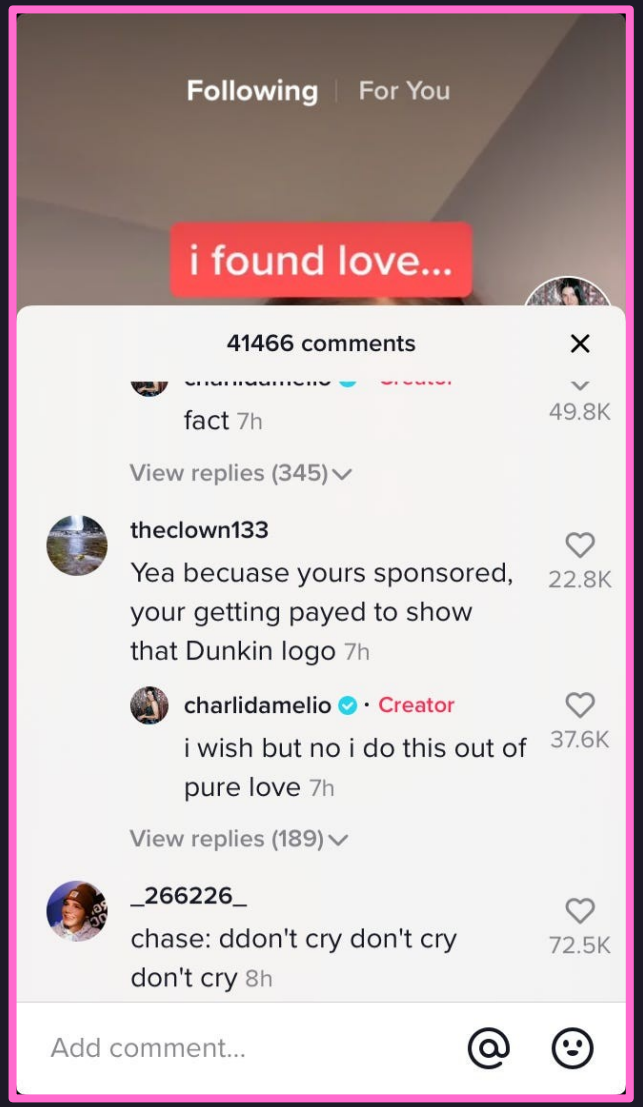
Question	Would we confidently publish this exact post?
Evidence	Posting instructions appeared in the live caption. No final check caught the mistake. The error made the creator’s endorsement feel supplied by the brand.
Call	🔘 **NOT YET** The post was not ready to go live.
Next move	Give one person ownership of previewing the final asset, caption, tags and disclosure.



DUNKIN'


charli
@charlidamelio · Follow
can i- someone marry the @dunkindonuts corporation? asking for a friend...
9:30 PM · Jan 10, 2020


Tweet
charli d'amelio
@charlidamelio
if you were wondering what i get it is a cold brew with caramel and whole milk
10:16 PM · Jan 7, 2020 · Twitter for iPhone
190 Retweets and comments
8.2K Likes


Following
For You
i found love...
41466 comments
fact 7h
49.8K
View replies (345)
theclown133
Yea becuase yours sponsored, your getting payed to show that Dunkin logo 7h
22.8K
charlidamelio · Creator
i wish but no i do this out of pure love 7h
37.6K
View replies (189)
_266226_
chase: ddon't cry don't cry don't cry 8h
72.5K
Add comment...


THE TOM WARD SHOW
CHARLI TALKS ABOUT DUNKINS COLLAB

6. Learning

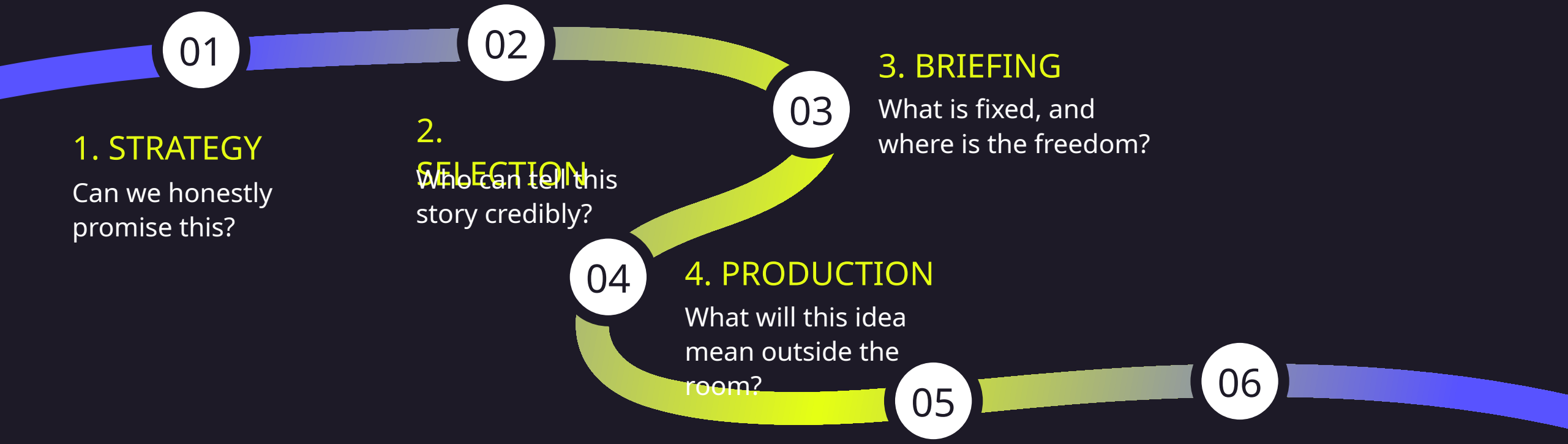
DUNKIN’ X CHARLI D’AMELIO

Question	What should change in the next brief?
Evidence	The partnership built on Charli’s existing love for Dunkin’. Her regular order became “The Charli.” The launch increased daily app downloads by 57% and drove cold-brew sales.
Call	🟢 **HELL YES** The creator, audience and product behaviour already fit together.
Next move	Dunkin’ followed with **The Charli Cold Foam** and a limited merchandise range.



SIX STAGES. SIX BETTER QUESTIONS.

Ask earlier. Decide faster. Leave more room for brave work.



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What should change in the next brief?

Follow the campaign.

Ask the better question.

Make the call.

NESTLÉ PUTS IT TO PRACTICE



NESTLÉ NUTRITION & FAMILYNES

Supporting families beyond the product.

Nestlé Nutrition

A portfolio of nutrition brands serving different needs, categories and markets.

Nestlé FamilyNes

A connected ecosystem bringing together community, expert content, parenting support and member benefits.



THE REGULATORY ECOSYSTEM

One Nutrition post can trigger several rulebooks.

The product, claims, audience, creator and market can all change the answer.

Rulebook	What it covers
Category	Breastfeeding, infant feeding and product-related restrictions
Nutrition and health claims	What can and cannot be said about product benefits
Responsible consumption	Portions, serving context and healthy behaviours
Target audience	Marketing-to-children principles, consent, privacy and adult supervision
Creator marketing rules	Disclosure, paid partnerships, platform rules and creator transparency
Local regulations	National law, advertising codes and required approvals

A global brief does not automatically clear every local post.

THREE EXAMPLES THAT NEEDED BETTER QUESTIONS

Example 1

Taste test



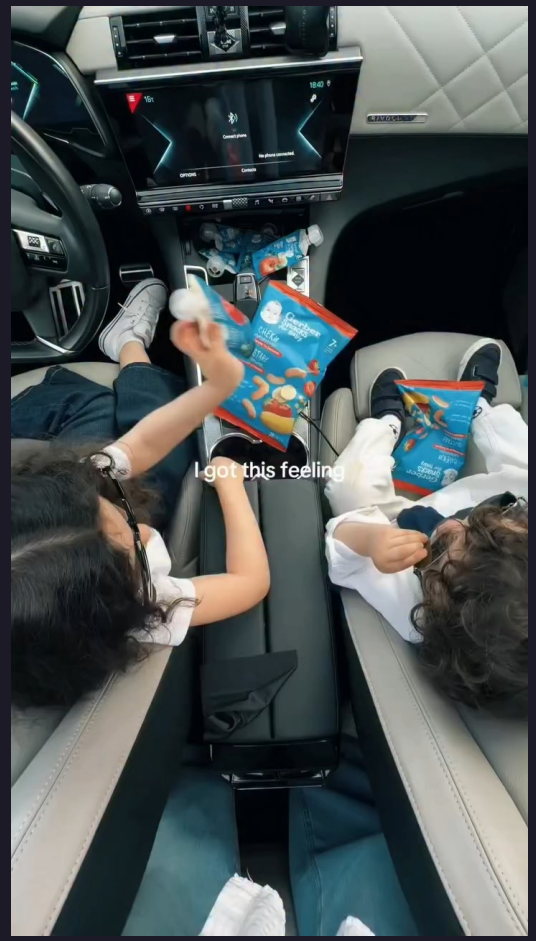
Example 2:

Unlimited access



Example 3:

Unsupervised snacking



THREE COMPLIANCE RISKS, UNPACKED

The idea could stay. The execution needed to change.

What the content showed	Risk raised	The better call
1. Child leads a taste test	The child becomes the product promoter and main sales voice	Let the parent introduce and frame the product
2. Child has unlimited access to the pack	The content suggests unrestricted consumption and no clear portion	Serve a realistic portion in a bowl or on a plate
3. Children throw snacks around in a car	No adult gatekeeper or responsible product use appears on screen	Make supervision clear and show the intended eating moment

Small production choices can completely change how a post is read.

Our goal is not to create content that is merely compliant.

Compliance is the floor.

The work still has to **earn attention**, **build trust and deliver results.**

AT NESTLÉ, A “HELL YES” NEEDS FOUR YESES.

A **creator** asks:

Would I really say this?

A **parent** asks:

Is this relevant to me?

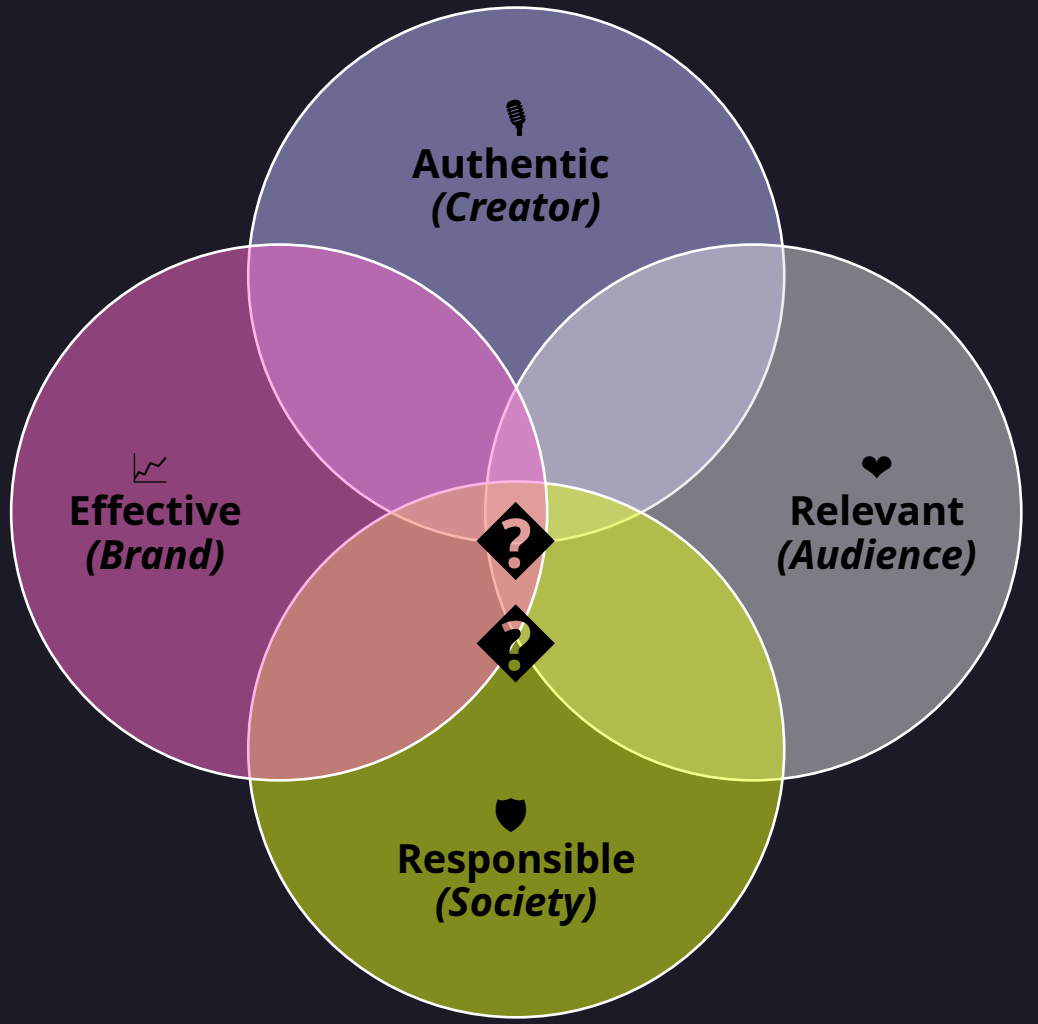
Society asks:

Is this responsible?

A **brand** asks:

Will this deliver results?

Bold work succeeds when all four can say yes.



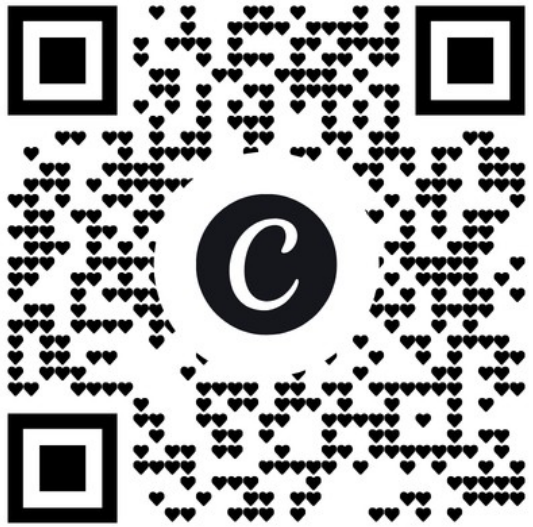
FIRESIDE CHAT



 Free Resource

CHECK YOUR LOCAL REGULATIONS

Start with trusted guidance. Finish with local review.



EASA DISCLOSEME

Disclosure guidance by European market

EU INFLUENCER LEGAL HUB

EU rules, training and national authorities

EACA MARKET GUIDE

A working comparison across 25 European markets

A guide gives direction. It does not give clearance.