



HOW DO YOU MAKE COMMERCIAL COMMUNICATIONS CLEARLY RECOGNISABLE?



Step 1

Label the commercial communications visually with one of these terms* at the beginning of your description:

- **advertentie**
- **publiciteit**

*If your audience predominantly consists of non-Dutch speakers, you can also use the term “advertising”.



Step 2

Tag your partner(s) at the beginning of the description: @partner.



Step 3

When uploading your video to the platform, indicate that it contains branded content