

## Accounts Payable

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**From:** Ad Manager Escalations Case <escalations@admanager.hulu.com>  
**Sent:** Thursday, February 8, 2024 4:09 PM  
**To:** Accounts Payable  
**Subject:** [Hulu Ad Manager] Re: 00127252 - CANINE CONCIERGE CORPORATION



Hi Michael Stokes,

I spoke to a member of our QC team regarding this ad. The appeal was rejected. The ad "STELLAANDDAVINCI30\_2" will remain in rejected status.

I asked for additional insight onto why the original ad "HULU30\_5" was approved. I was told that the use of the word "donate" in this ad was accompanied by voice over that stated 'free of charge'. In the context of the ad, it was interpreted that the donation being made was by the service advertising, and that this was not a call to action for the viewer to donate. This is distinct from the text stating "give", which is a call to action soliciting funds from the viewer.

If you would like to run a revised ad, please update the language used in the ad so that it does not prompt donations from the viewer directly.

Best,

Ezra

Resources:



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----- Original Message -----

**From:** Accounts Payable [accounting@canineconcierge.vip]

**Sent:** 2/8/2024 11:41 AM

**To:** escalations@admanager.hulu.com

**Subject:** RE: [Hulu Ad Manager] Re: 00127252 - CANINE CONCIERGE CORPORATION

Yes. I am waiting on an approval so I can submit the draft campaign as previously discussed.

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**From:** Ad Manager Escalations Case <escalations@admanager.hulu.com>

**Sent:** Thursday, February 8, 2024 2:39 PM

**To:** Accounts Payable <accounting@canineconcierge.vip>

**Subject:** [Hulu Ad Manager] Re: 00127252 - CANINE CONCIERGE CORPORATION

The Hulu logo is displayed in white lowercase letters on a solid green rectangular background.

Hi Michael Stokes,

I have taken a look at the rejection notes for the ad "STELLAANDDAVINCI30\_2". This ad was rejected by our QC team due to a violation of our advertising standards and practices. Specifically, the ad was

rejected due to including language that requested direct donations. Requesting donations is not permitted for ads run through Hulu Ad Manager.

Because a version of the ad was previously approved using this language, I can follow up with our QC team to request an exception be granted. If you are interested in running a new campaign with this creative, let us know. If so, I can file a request with our QC team to request clarification and cite the existing approved video.

Best,  
Ezra

Resources:



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----- Original Message -----

**From:** Accounts Payable [accounting@canineconcierge.vip]

**Sent:** 2/8/2024 11:30 AM

**To:** [escalations@admanager.hulu.com](mailto:escalations@admanager.hulu.com)

**Subject:** RE: [Hulu Ad Manager] Re: 00127252 - CANINE CONCIERGE CORPORATION

Escalations,

The replacement ad was rejected for violating a “[solicit direct donations](#)” policy. I requested clarification as the approved current video has one “DONATE” scene, and the replacement/rejected video has one “GIVE” scene. Per Hulu, It will take 1-2 days for the clarification.

If the ad does not start 2/9, at the conclusion of the current campaign 2/8, it will be ineffective and not started at all. It was intended to extend the current campaign, which was denied due to the replacement’s Pending Approval” status.

Please advise.

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**From:** Accounts Payable  
**Sent:** Thursday, February 8, 2024 2:00 PM  
**To:** Ad Manager Escalations Case <[escalations@admanager.hulu.com](mailto:escalations@admanager.hulu.com)>  
**Subject:** RE: [Hulu Ad Manager] Re: 00127252 - CANINE CONCIERGE CORPORATION

Ezra,

The extension was waiting for the replacement video to be approved.

Then, the current \$500 campaign ends today, and I need to submit the \$250 draft campaign.

Is that correct? If I recall, it won’t allow me to select a video titled “Pending Approval.”

Michael

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message to the intended recipient is prohibited. If you have received this e-mail in error, please destroy the original message and all copies.

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**From:** Ad Manager Escalations Case <escalations@admanager.hulu.com>  
**Sent:** Thursday, February 8, 2024 1:53 PM  
**To:** Accounts Payable <accounting@canineconcierge.vip>  
**Subject:** [Hulu Ad Manager] Re: 00127252 - CANINE CONCIERGE CORPORATION

# hulu

Hi Michael Stokes,

In order to extend your current campaign, the changes to the campaign needed to be submitted prior to 2/8. The revisions to the campaign were not submitted. Because of this, the campaign ending today can no longer be extended. If you would like to run the ad currently in creative review, you will need to create a new campaign.

Best,  
Ezra

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----- Original Message -----

**From:** Accounts Payable [accounting@canineconciierge.vip]

**Sent:** 2/8/2024 10:44 AM

**To:** [escalations@admanager.hulu.com](mailto:escalations@admanager.hulu.com)

**Subject:** RE: [Hulu Ad Manager] Re: 00127252 - CANINE CONCIERGE CORPORATION

That draft ad was started before I was informed the current campaign could be extended to \$750 with a new replacement video and content genres.

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From: Ad Manager Escalations Case <[escalations@admanager.hulu.com](mailto:escalations@admanager.hulu.com)>

**Sent:** Thursday, February 8, 2024 1:40 PM

**To:** Accounts Payable <[accounting@canineconciierge.vip](mailto:accounting@canineconciierge.vip)>

**Subject:** [Hulu Ad Manager] Re: 00127252 - CANINE CONCIERGE CORPORATION

The Hulu logo is displayed in white lowercase letters on a solid green rectangular background.

Hi Michael Stokes,

Great! I'm seeing that there is a new campaign "AAT - Animal-Assisted Therapy" currently in draft status. This campaign does not currently have an ad attached.

If you would like for this campaign to be ready to launch if the ad is approved, please submit your campaign from draft status. Let us know if you have any questions about how to change your ad from draft status to submitted.

Best,

Ezra

Resources:



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----- Original Message -----

**From:** Accounts Payable [accounting@canineconcierge.vip]

**Sent:** 2/8/2024 10:36 AM

**To:** [escalations@admanager.hulu.com](mailto:escalations@admanager.hulu.com)

**Subject:** RE: [Hulu Ad Manager] Re: 00127252 - CANINE CONCIERGE CORPORATION

It is supposed to air on 2/9.

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**From:** Ad Manager Escalations Case <[escalations@admanager.hulu.com](mailto:escalations@admanager.hulu.com)>

**Sent:** Thursday, February 8, 2024 1:34 PM

**To:** Accounts Payable <[accounting@canineconcierge.vip](mailto:accounting@canineconcierge.vip)>

**Subject:** [Hulu Ad Manager] Re: 00127252 - CANINE CONCIERGE CORPORATION

Hi Michael Stokes,

I'm seeing that the first version of this video, "MEETSTELLAANDDAVINCI\_1" was rejected due to the presence of an implied interactive element within the ad. Specifically, the ad was rejected due to a QR code within the ad.

The new video, "STELLAANDDAVINCI30\_2" is currently in pending approval status. This ad has not yet been reviewed by our QC team. This ad was uploaded on 2/7, so it should be reviewed by 2/9.

As a reminder, your campaign "Animal-Assisted Therapy (AAT)" is scheduled to end today. Because your campaign revisions were not submitted before today, this campaign is no longer eligible to be extended. In order to run your new video, this video would need to be attached to a new campaign.

Let us know if you have other questions about this.

Thanks,

Ezra

Resources:

