OUTSELL PLAYBOOK

OUTSELL JOURNAL - DECISION WORKSHEET

AI creative disclosure in 2026: a risk-based policy for marketing teams

QUESTION

When should a marketing team label AI-assisted creative, preserve provenance and require a human review?

GUIDE TAKEAWAY

Base disclosure and review on what the audience could reasonably misunderstand and on the consequence of that misunderstanding. Keep the visible label, technical provenance and internal production record as separate controls.

START HERE

Classify each creative component.

YOUR SITUATION

Account or cohort

Decision to make

Starting state and exclusions

Evidence sources, dates, and limitations

Unknowns to validate

WORK THROUGH THE GUIDE

1. Classify each creative component

Evidence or input

Output or decision

Owner and review point

2. Apply the materiality and risk trigger

Evidence or input

Output or decision

Owner and review point

3. Choose visible, technical and internal controls

Evidence or input

Output or decision

Owner and review point

4. Approve and test every delivery format

Evidence or input

Output or decision

Owner and review point

5. Review comprehension, exceptions and corrections

Evidence or input

Output or decision

Owner and review point

COMPARE THE OPTIONS

Internal production record

Useful when: AI assistance does not materially change the audience impression

Limitation: The audience cannot see this control

Suggested action: Retain tools, owner, sources and approval

Why this fits our situation

Evidence needed before acting

Visible plain-language label

Useful when: A synthetic element could affect interpretation

Limitation: Placement may disappear across formats

Suggested action: Test the label in the live channel

Why this fits our situation

Evidence needed before acting

Content Credentials

Useful when: The asset workflow supports signed provenance

Limitation: Metadata may be stripped or ignored

Suggested action: Verify credentials after distribution

Why this fits our situation

Evidence needed before acting

Escalated human review

Useful when: The asset depicts people, evidence or consequential claims

Limitation: Review adds time and requires accountable expertise

Suggested action: Route before publication with a stop decision

Why this fits our situation

Evidence needed before acting

COMMIT TO A BOUNDED NEXT STEP

Chosen action

Responsible owner

Required approval

Success measure and definition

Review date

Continue, revise, or stop criteria

Guide: https://outselll.com/blogs/ai-creative-disclosure-policy-2026/

Publisher and evidence policy: https://outselll.com/editorial-policy/