The Alcohol Landscape on TikTok

TikTok

TikTok
Built for your brand.
Built for compliance.

TikTok Compliance & Industry Relations

Compliance with Alcohol Marketing Codes

01

Platform LDA Compliance for placement
(at least 73.8% audience = 21+)

According to self-reported data, the TikTok platform meets the LDA requirement.

02

Age-Gating of Content

Paid: Advertisers must target users 25+. TikTok targeting meets both conditions:

1. Self-declared age 25+
2. Internal models infer age is 25+

More on TikTok's Age Assurance here

Organic: Content must be age-gated to 21+ through the RBA process.

03

Post-campaign 21+ audience measurement

Third-party, campaign-level age verification measurement through **Nielsen ONE.** TikTok can provide a readout of the "on-target %" KPI from Nielsen to indicate the number of impressions served to the intended LDA audience.

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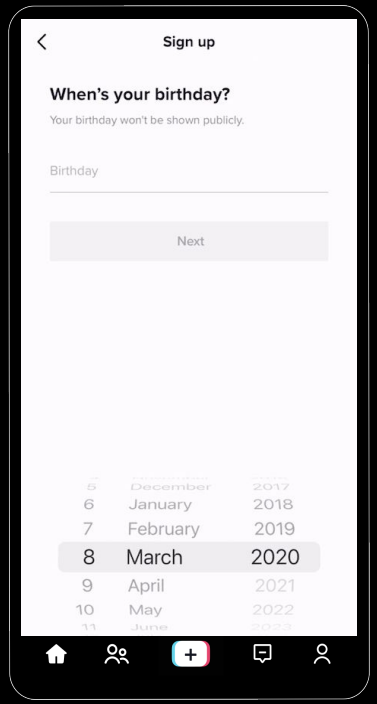
TikTok Compliance for LDA Targeting



Age Targeting for Paid Ads

When users first sign up for a TikTok account, they enter their birthdate.

In addition to self-declared age, we also infer attributes (such as age-range) based on information we have about our users - like engagement with content on the platform.

We use inferences to keep the Platform safe, for content moderation and to serve ads.

Rule of Thumb

Commercial content (Organic & Paid) is allowed for alcohol and other sensitive industries, as long as it is **age-gated**, **geo-fenced**, and **in compliance with TikTok policies**.

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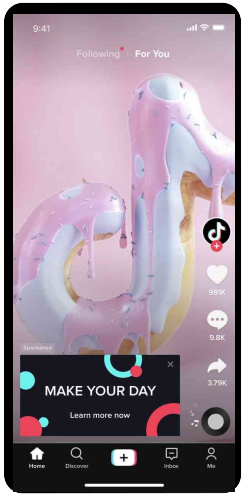
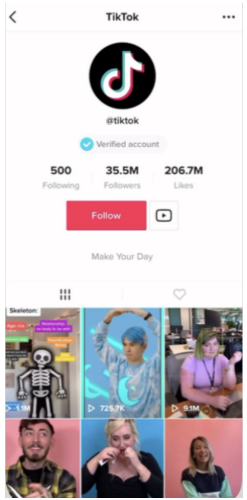
There are three main types of commercial content



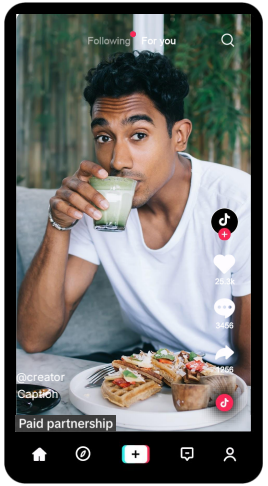
Paid Ads

TikTok NA Ads Policy requires 25+ targeting for all ads promoting or featuring alcohol



Brand Organic

Evergreen content that a brand may post from their handle. All handles for alcohol must be a age-gated & geo-fenced as an RBA.



Branded Content

Content promoted by a 3P (Creator, Influencer, Ambassador, etc) on behalf of an alcohol brand. Must be age-gated & geo-fenced.

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Organic

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Community Guidelines - Overview

All organic videos must comply with TikTok's Community Guidelines. The section most relevant to alcohol falls under 'Regulated Goods and Services', which includes specific guidance on alcohol content.

ALLOWED

- In some regions, content from registered business accounts that meet our safety and eligibility standards that market prescription drugs
- In some regions, content from registered business accounts or TikTok Shop Sellers that meet our safety and eligibility standards that sell, market, or provide access to:
  - Alcohol
  - Gambling, gambling-like activities, or mystery value products
  - OTC drugs
- Discussions of substance misuse or recovery
- Advocacy around public policies, such as drug or gun regulation
- Documentary or educational content that raises awareness about regulated goods and services
- Fiction or art, unless it enables real-world access to regulated goods and services

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Branded Content Policy

Alcohol brands posting branded content must adhere to our Branded Content Policy, which differs slightly from our alcohol paid ad policy. The relevant guidelines can be found under the 'Restricted Industry & Products' section.

Brand Requirements

All brand partners must receive explicit permission from TikTok to promote for the following industries and products. The brand partner must have a Registered Business Account ↗ and go through any additional required qualification processes. Brands may only partner with content creators through the TikTok One platform.

- **Alcohol -** Including alcoholic beverages, such as wine, beer, and spirits, alcohol clubs and subscription services, alcohol-making kits, and alcohol-sponsored events. This also includes alcohol-free or no-alcohol alternatives, soft drinks presented as mixers for alcohol, drinking accessories or games, and content sponsored by alcohol brands.
  - In the following markets, this Branded Content will be age restricted to the appropriate audiences and to the market in which it was originally posted. Please see our alcohol advertising policies ↗ ↗ for details on which products and services are allowed in your region and additional restrictions.
    - Audiences aged 18 years and older in Brazil
    - Audiences aged 21 years and older in the United States

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Opening your Brand Handle

Upon account verification, age-gating & geo-fencing will be applied automatically at the account level.

COMMENTS: *ON*
- All viewers will be LDA

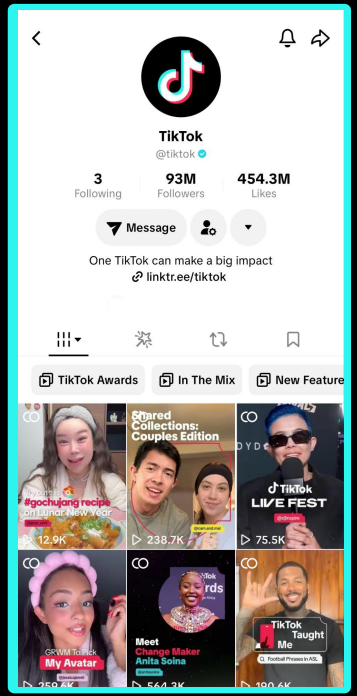
SHARING: *Optional*
- Can turn off for higher control on visibility (account level)

DOWNLOADS: *Optional*
- Can turn off for higher control on visibility (account level)

Starting **June 2026**, all new campaigns must be linked to a TikTok account.

Global handles for multi-market availability will be coming in H1 2026

21+ age-gating & US-only geofencing applied at the account level



Profile viewability locked to A21+ in the US

Example Screen for U21 Users/out-of-US

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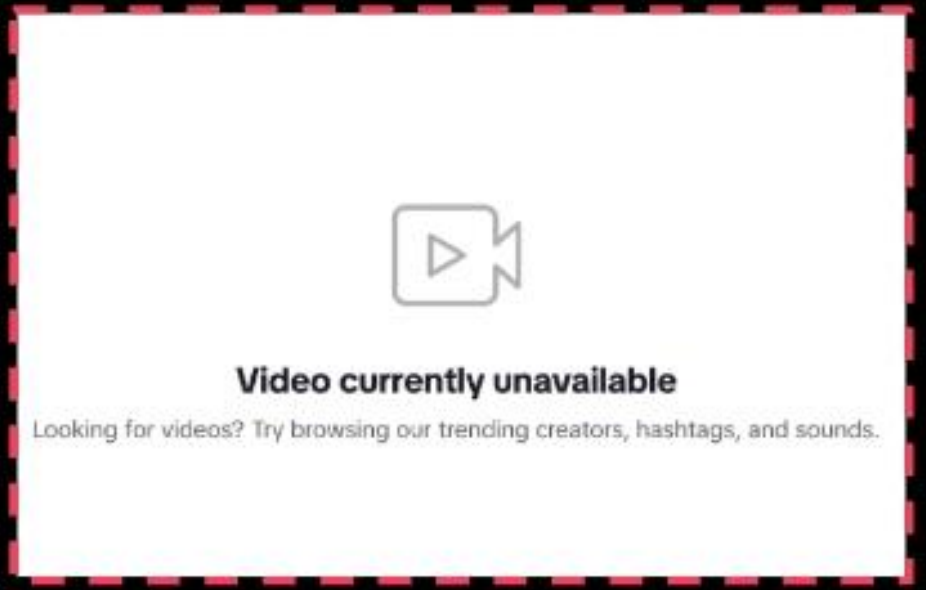
Organic Age Gating Safety

If brand or influencer content is shared with a user <21 or user outside of the US, it will show as "unavailable" to the user as they will not qualify for viewability



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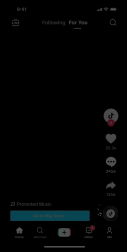
Organic Handle Set Up

1. Create Brand Handle
2. Register & Verify as RBA to apply age-gating/geo-fencing

Verified

Creator Content

3. Create TikTok ONE
4. Send invite link to creators from your brand



Once creator post is live in Organic, option to spark into Paid

Registered Business Account (RBA) Process

What's RBA?

- Business registration is a process that allows brands to promote alcohol ads **organically**
- Age-gating and geo-fencing are applied based on the the **industry** selected.
- Organic posting and Spark ads are allowed from the **brand and creator's** handles.
- Verifying through **Business Center** covers all connected accounts. This is the recommended process if your brand has multiple handles.

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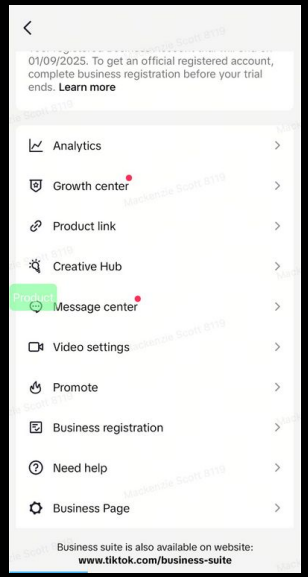
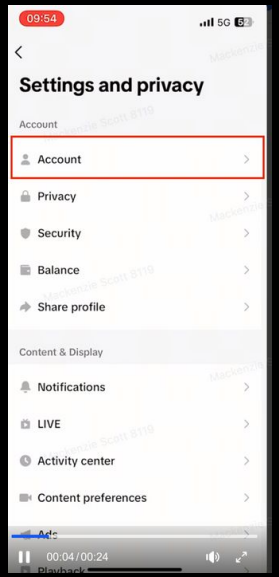
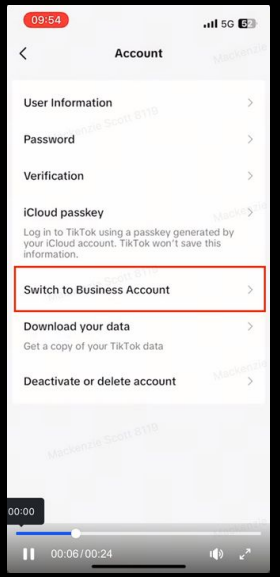
How to verify your TikTok Account(s)

- From the TikTok app, select your profile page and select the hamburger menu in the upper right hand corner
- Select Business Suite
- Select Business Registration







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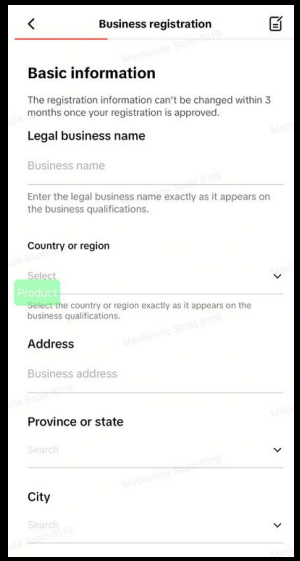
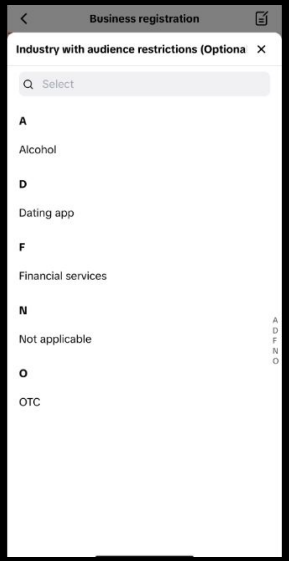
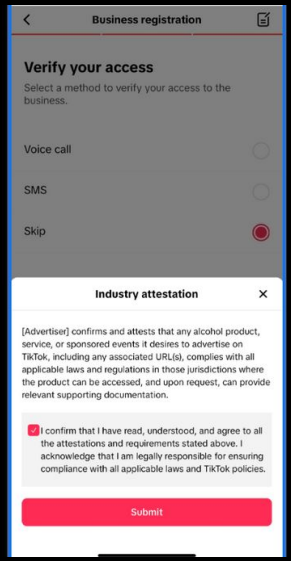
How to verify your TikTok Account(s)

- Fill out the relevant information
- Select Alcohol industry
- Upload any required business licensure
- Applications typically take 5-7 days to be approved.







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Required Documentation

Business verification documents must be in JPEG, JPG, or PNG formats and less than 10MB. You will be asked to enter your Business License ID which can be any of the following:

- DUNS: Data Universal Numbering System
- EIN: Employer Identification Number
- TIN: Tax Identification Number

IRS Forms	• Forms containing the official IRS logo. • SS-4 Assignment Letter. • EIN Verification Letter (147c) • IRS Form 6166
Tax Forms	• Tax forms • 1040 and 1040-SR • W-9 and W-2 Forms • Tax Registration Certificate.
Department State Documents/Certificates	• Department of State documents. • Documents or/and certificates from the Secretary of State
Business Permits	• Business Tax Certificates • Limited Liability Company Certificates • Sellers Permits.
Certificate of Authority	• Document issued by the department of Taxation and Finance

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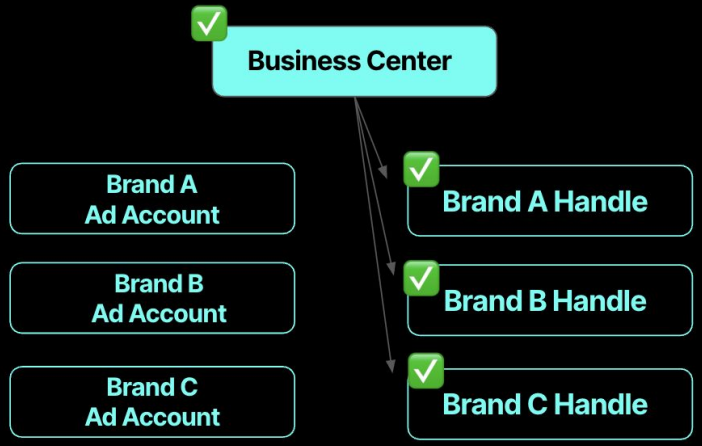
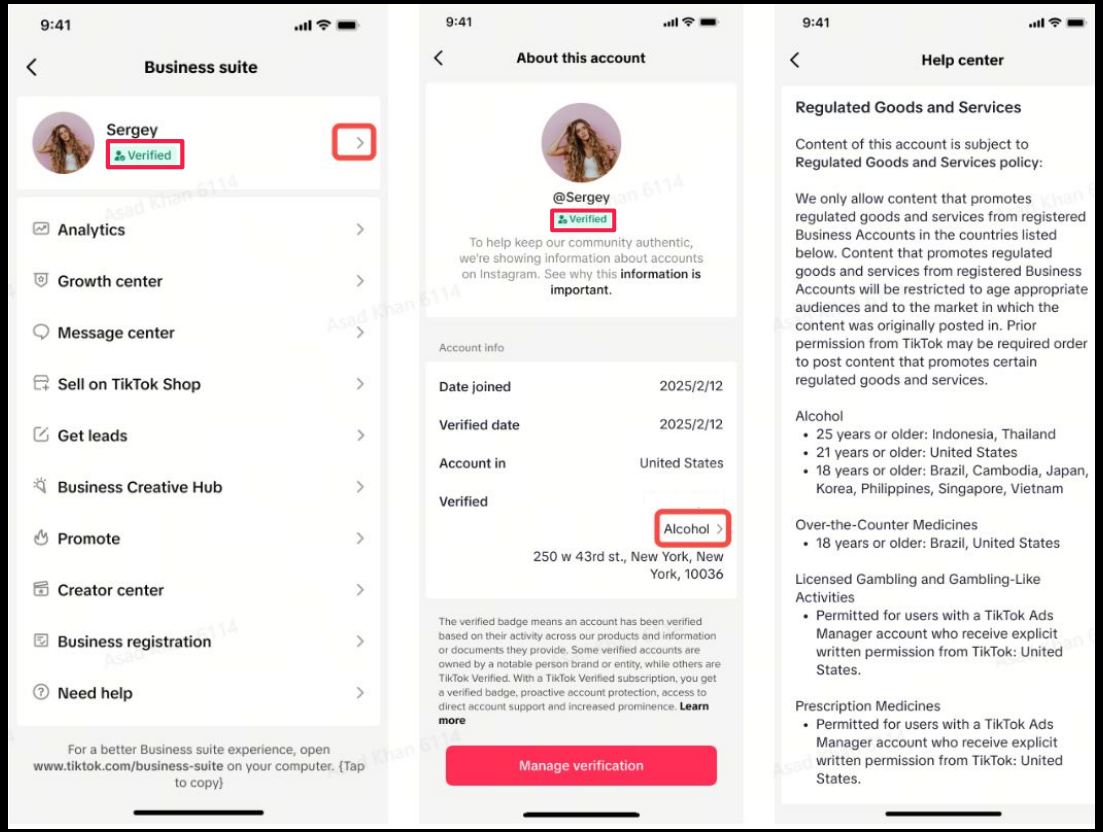
Verify multiple brand accounts at once with Business Center



	Business Center Verification	Individual Verification
Scalability	One verification process covers all connected accounts	Must repeat process for each account or sub-brand
Document Burden	Lower burden, central entity handles documents once	Higher burden, possible name mismatches
Risk of Mismatch	Legal name and parent entity conistency is maintained	Names or brand names may differ from legal name
Administrative Overhead	Lower	High
Verification Speed	Faster for additional accounts once Business Center is verified	Each account processed individually
Control and Access	◦ Central control ◦ Better governance ◦ Role permissions	Each account is discrete

Check for successful verification and profile age-gating

The green verified badge + "Alcohol" Industry tag means that the profile has been successfully age-gated & geo-fenced



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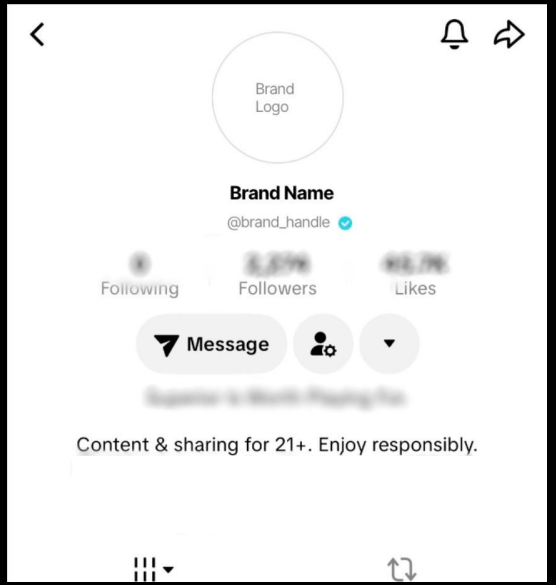
Apply separately for Blue Check verification

Blue Checkmark, is for **external verification** that is available only for high-profile accounts such as celebrities and major brands.

To get a verified badge on TikTok, a brand must demonstrate authenticity, maintain a complete profile and **be consistently active on the platform**.

How to request verification on TikTok

1. In the TikTok app, tap **Profile** at the bottom.
2. Tap the **Menu** ☰ button at the top, then select **Settings and privacy**.
3. Tap **Account**.
4. Tap **Verification**.
5. Tap **Start**, then follow the steps to submit a verification request.
   - If you're registered as a Business Account, you can only apply for a business verification.



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Use profile bios to add Forward Advice Notices & Responsible Drinking Message

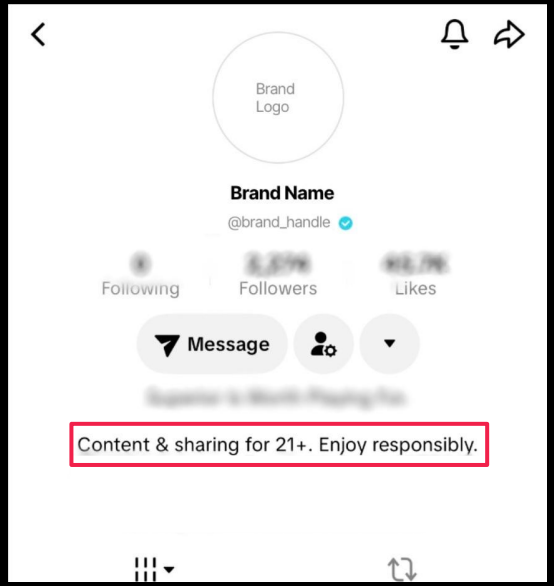
How to add a bio to your TikTok profile

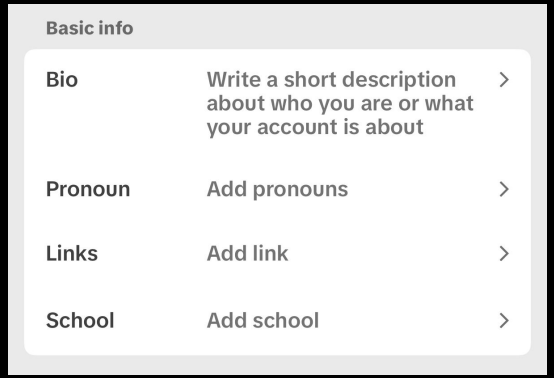
To add a bio to your TikTok profile:

1. In the TikTok app, tap **Profile** at the bottom.
2. Tap **Edit profile**.
3. Next to bio, click write a short description.
4. Add the content and click **save**.

Wording examples:

- "Only share our posts with those who are of legal drinking age"
- "Forward to those of legal drinking age only"
- "Please do not share or forward to anyone underage"
- "Please drink responsibly"
- "Celebrate responsibly"





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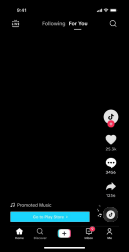

Once creator post is live in Organic, option to spark into Paid

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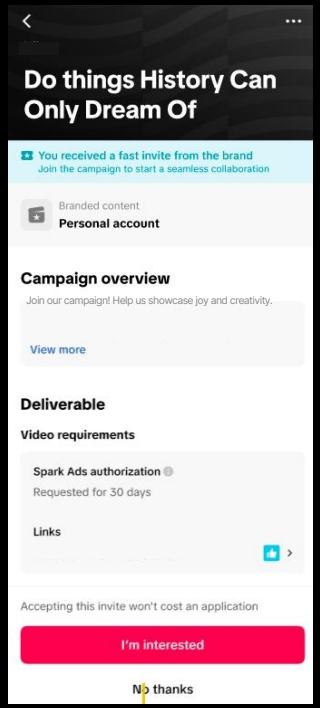
Work with creators using Branded Content



Invite creators through TikTok ONE

Creators must post using invite links only to apply age-gating

US, A21+ view

*if user is <21, video will not be viewable on creator account or For You Page

Upon linkage, age-gating & geo-fencing will be applied automatically at the individual post level.

- Creators will upload their content **via invite links** sent from the brand.
- TikTok ONE will be able to connect brands with **verified creators**
- **"Paid Partnership" label** or Commercial Disclosure is auto added with invite links
- These policies apply to **anyone representing your brand** (creators, celebrities, publishers, etc...)

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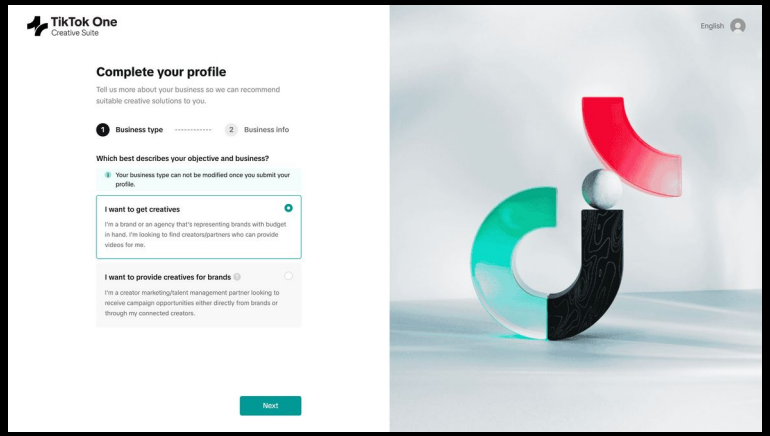
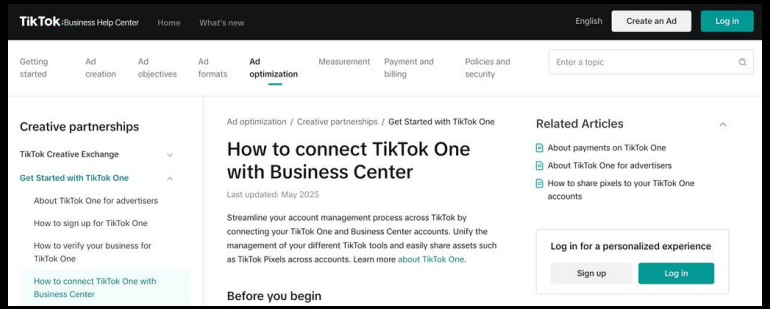
TikTok One Account Creation

- Access TikTok One and select Log In in the upper right corner.
- Log in using an existing TT4B email address to link existing accounts OR create a new account entirely.
- Complete your profile and agree to the new TikTok One Terms of Service
- Link the TikTok One Account to a Business Center Account:
- *Note: Business Center and TTO must contain the same name in order to link the accounts*





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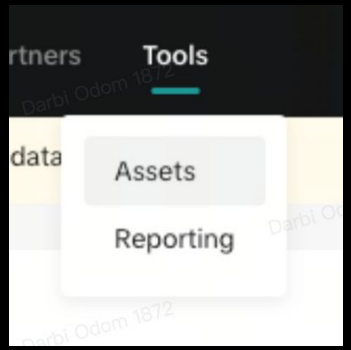
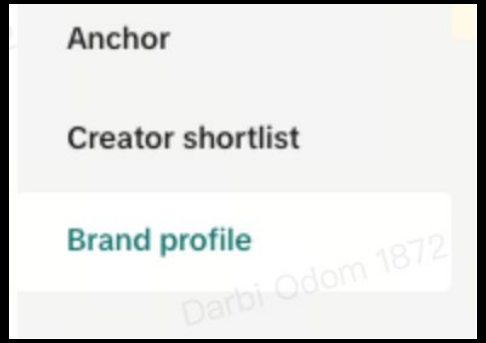
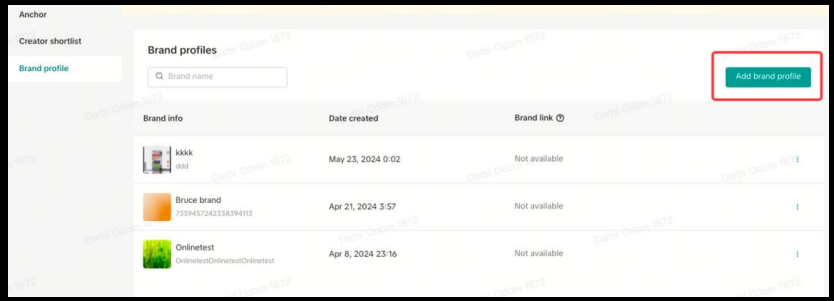
TikTok One Account Creation

- Create your brand profile + add your RBA profile info
- When clients post projects via TTO, they can input their TikTok account Link through their Brand Profile, so that the system can link their TTO ID and RBA UID. This prevents them from being needed to collect manually.







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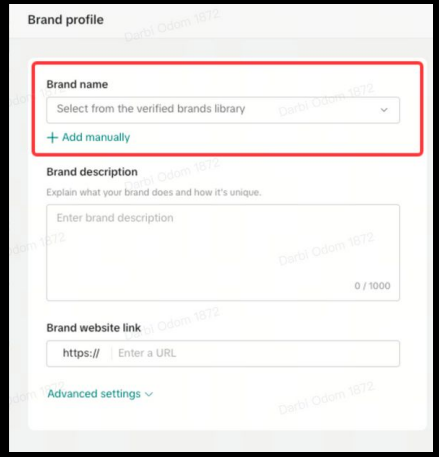
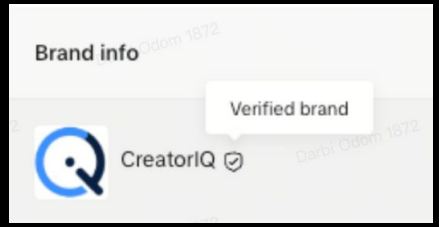
TikTok One Account Creation

- Within Brand profile, use search within select verified brands library to see if your brand is already there.
  - *If it's not, use "Add manually" button to submit brand details.*
- Brand profile verification process should take no longer than 1 business day.

- Once the brand profile is verified, the verified checkmark will be shown next to the brand profile name.





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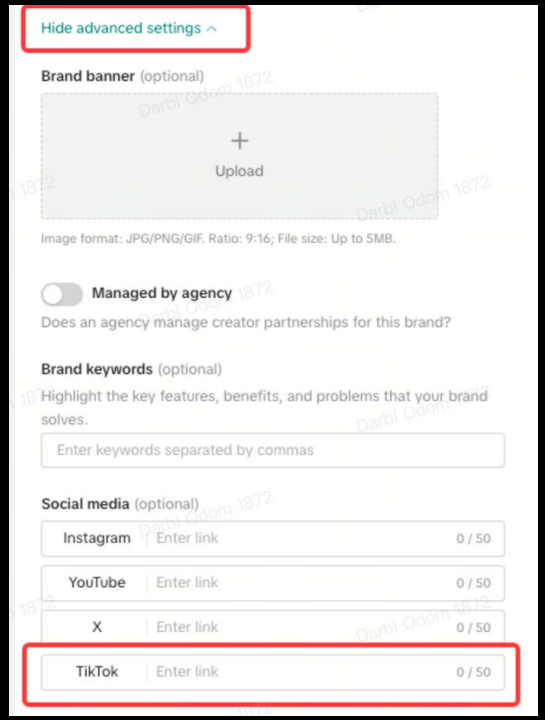
TikTok One Account Creation

- Click into the Edit brand profile to finish filling out the brand profile information, and then advanced settings to open up the advanced fields.
- Adding the TikTok RBA profile link to this section is **required. This connects the age-gating from your brand handle to your TikTok ONE.**
- Creatives will be rejected if this is not filled correctly.
- Use the TikTok social media field to input the TikTok Business Account profile link. This will link the TikTok One brand profile to the RBA UID
- Once submitted, all new invite link projects will require the brand profile input as the first step.
- Once the linked brand profile is included, the invite link will be tracked to the RBA UID.



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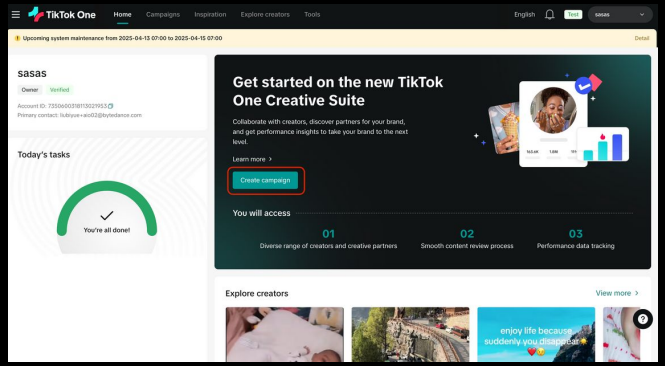
TikTok One Branded Content

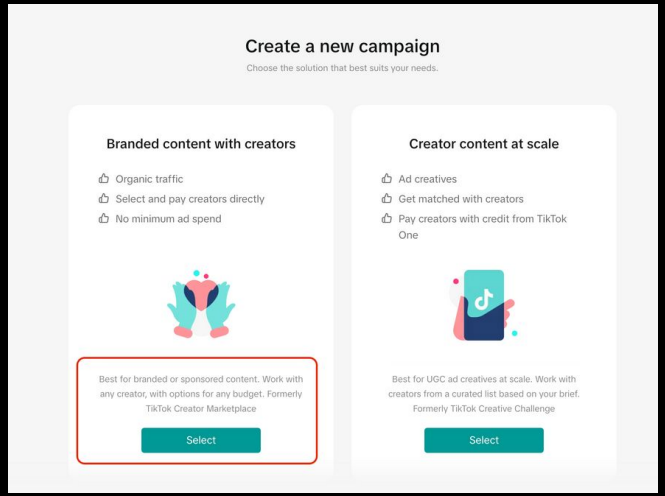
How to create invite links for creators:

Step 1: “Create Campaign”

Step 2:

Select "Branded content with creators”





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TTO Branded Content

Select a campaign workflow

Select Lite for invite links

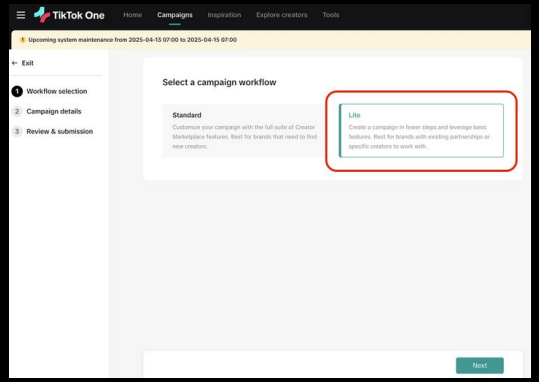
Add Brand name and Contact information

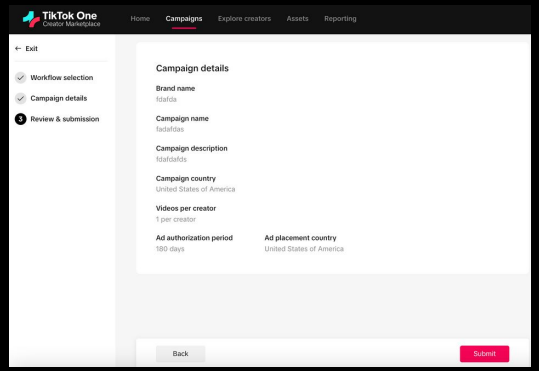
Add Campaign details, including Campaign name and Campaign description

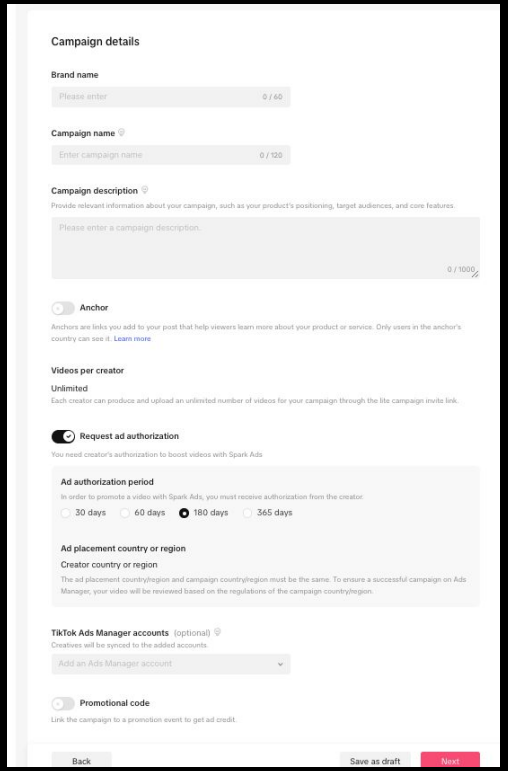
Add in and select Anchor (if applicable)

Select the desired ad authorization period and TTAM account if applicable

Select promotional code if applicable







Note: Ad authorization has to be turned on for 30 days or greater for ability to spark.

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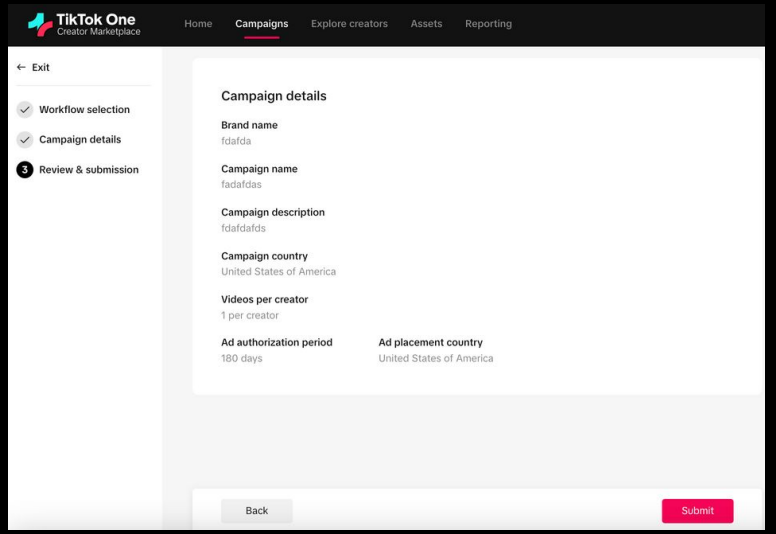
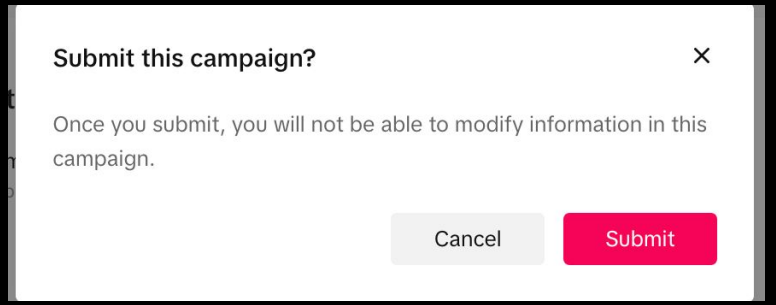
TTO Branded Content

Review campaign details, then select Submit

Upon submission you will see this. You can edit your campaign until the brief is shared with creators.





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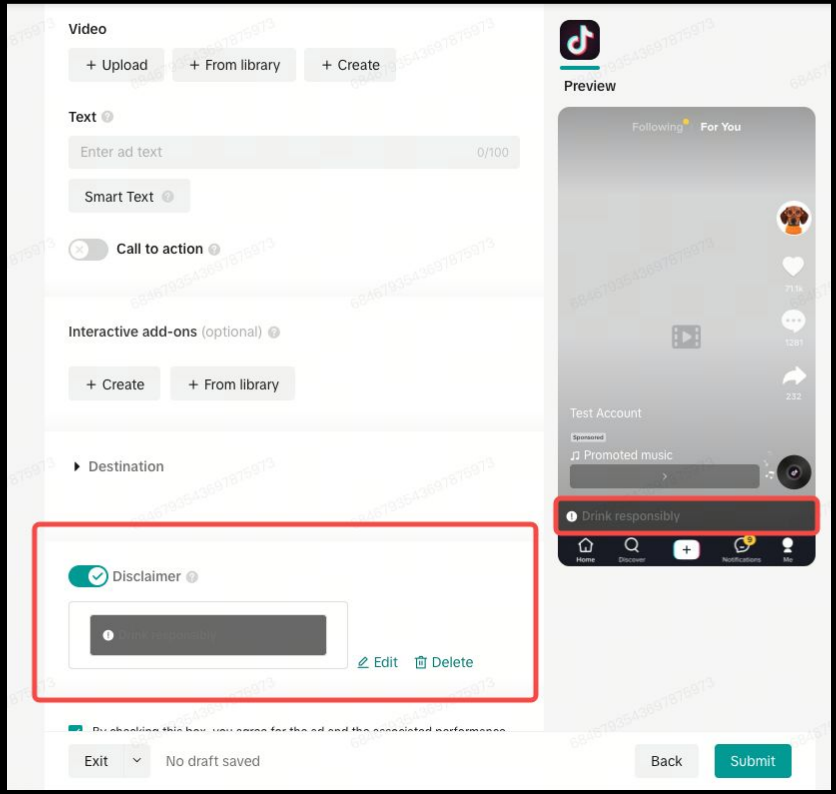
Disclaimer Toggle

(Available in TikTok Ads Manager)

Brands are able to use the disclaimer toggle to include any text at the bottom of the ad unit.

This may include any “responsible drinking” messaging or instructions for forwardable content.

90 characters allowed



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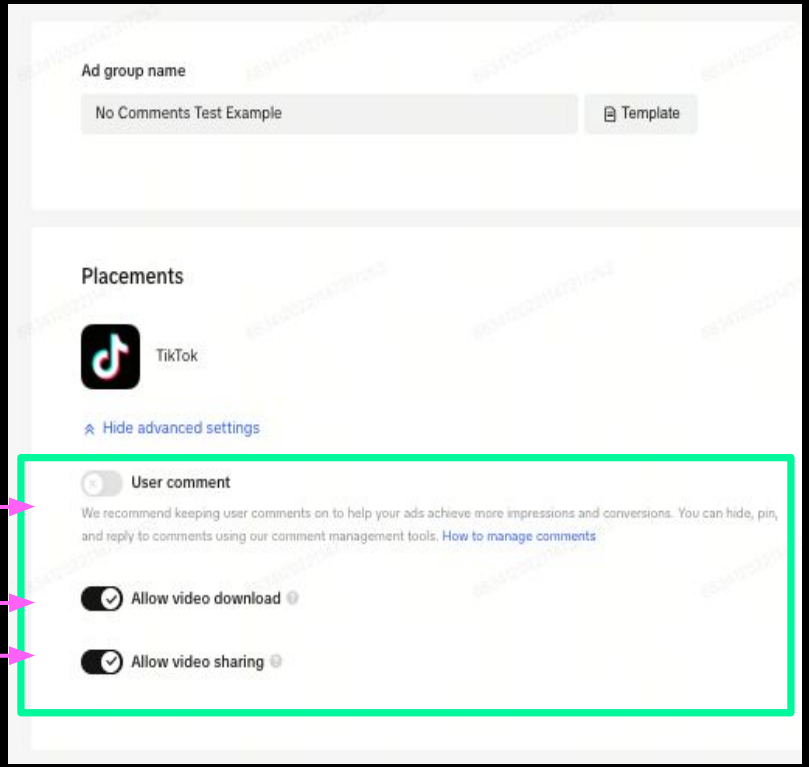
Platform Sharing Controls
(Available in TikTok Ads Manager)

Downloading & Sharing is turned **ON** by default, but brands have the option of turning this **OFF** within TikTok Ads Manager.

Dueting/Stitching is not permitted.



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Thank You!

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Get in touch with TikTok!

Scan the QR code and fill out the form to connect with a TikTok Representative regarding any questions or for more information!

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