

Accounts Payable

From: Ad Manager Escalations Case <escalations@admanager.hulu.com>
Sent: Friday, February 9, 2024 4:09 PM
To: Accounts Payable
Subject: [Hulu Ad Manager] Re: 00127252 - CANINE CONCIERGE CORPORATION



Hi Michael Stokes,

Your ad "STELLAANDDAVINCI30_3" is currently in pending approval status, and is being reviewed by our QC team. It may take 2 business days to receive a response if your ad is approved or rejected. Please note that Saturdays and Sundays are not business days.

Your draft campaign "AAT - Animal-Assisted Therapy" has not been submitted, and does not include an ad. As this campaign is in draft status, the campaign would need to be submitted with an ad attached in order to begin delivering on 2/10. An ad that is in pending approval status such as "STELLAANDDAVINCI30_3" is not eligible to be attached to the campaign.

You may submit a campaign out of draft status without attaching an ad. However, the campaign will not be able to run until an approved ad is attached to the campaign.

You will receive an email when your ad "STELLAANDDAVINCI30_3" has completed review with the QC team. This email will detail if your ad is approved or rejected. If the ad is rejected, the reasons for this rejection should appear in your ad gallery.

Best,

Ezra

Resources:



FAQ



Creative Hub



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

From: Accounts Payable [accounting@canineconcierge.vip]

Sent: 2/9/2024 1:01 PM

To: escalations@admanager.hulu.com

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

Hello Hulu,

...the ROI has been questioned with our Hulu relationship. There has been no further Hulu communication. Please advise.

Respectfully,

Michael Stokes
Director, Canine Concierge Corporation
canineconciergecorp.org
571 375 5932
13800 Coppermine Rd, Herndon VA 20171



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From: Accounts Payable
Sent: Friday, February 9, 2024 4:09 AM
To: 'Ad Manager Escalations Case' <escalations@admanager.hulu.com>
Subject: RE: [Hulu Ad Manager] Re: 00127252 - CANINE CONCIERGE CORPORATION

Hello Escalations,

The draft campaign 'AAT - Animal-Assisted Therapy' was submitted with the caveat. The selected start date could not be 2/9 as required; the associated revised video 'StellaandDaVinci30_3' could not be chosen because it is still Pending Approval, and the budget could not be \$250, so \$500 was selected by default.

Respectfully,

Michael Stokes
Director, Canine Concierge Corporation
canineconciergecorp.org
571 375 5932
13800 Coppermine Rd, Herndon VA 20171



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From: Accounts Payable
Sent: Thursday, February 8, 2024 5:32 PM
To: Ad Manager Escalations Case <escalations@admanager.hulu.com>
Subject: RE: [Hulu Ad Manager] Re: 00127252 - CANINE CONCIERGE CORPORATION

Revised video submitted. Pending Approval. Thank you.

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From: Ad Manager Escalations Case <escalations@admanager.hulu.com>
Sent: Thursday, February 8, 2024 4:50 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,

You're welcome!

Resources:



FAQ



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Disney Advertising | **hulu**

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

From: Accounts Payable [accounting@canineconcierge.vip]

Sent: 2/8/2024 1:48 PM

To: escalations@admanager.hulu.com

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

Understood. Thank you.

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

Sent: Thursday, February 8, 2024 4:47 PM

To: Accounts Payable <accounting@canineconcierge.vip>

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



hulu

Hi Michael Stokes,

All items listed, both the visuals and voice overs, will need to be removed and replaced with language that does not request donations.

Best,

Ezra

Resources:



FAQ



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

From: Accounts Payable [accounting@canineconciierge.vip]

Sent: 2/8/2024 1:45 PM

To: escalations@admanager.hulu.com

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

OK. Clarification? I understand removing the visuals, but what about the voiceovers?

Thanks so much for your immediate assistance,

Michael

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From: Ad Manager Escalations Case <escalations@admanager.hulu.com>
Sent: Thursday, February 8, 2024 4:39 PM
To: Accounts Payable <accounting@canineconciierge.vip>
Subject: [Hulu Ad Manager] Re: 00127252 - CANINE CONCIERGE CORPORATION



Hi Michael Stokes,

The specific sections of the ad which solicited donations from viewers were as follows

A sign with "DONATE NOW" is displayed at :20, under the VO "supported by your donations"

Animated hundred dollar bills are going into a box labeled "GIVE" at :26, under the VO

"Support Stella and Da Vinci, visit canineconciiergecorp.org"

Both of these examples would need to be removed from the ad.

Thanks,

Ezra

Resources:



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[Creative Hub](#)



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

From: Accounts Payable [accounting@canineconcierge.vip]

Sent: 2/8/2024 1:23 PM

To: escalations@admanager.hulu.com

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

OK. Which of the attachments is the offending language, or please specify another offending scene?

Michael

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