



Suhas Bhairav

AI Marketing Copy Ad Compliance Checker Plan

Automate ad copy checks for trademark risks and false advertising with built-in human review.

Deliver an actionable blueprint to automate compliance checks with essential human oversight.

Suhas Bhairav

suhasbhairav.com

What to Automate

This page defines the automation boundaries and the concrete checks your team can implement with minimal risk. It also clarifies what requires human review.

Key move Start with a controlled pilot on a single brand site; measure false-positive rate.

PRACTICAL CHECKLIST

- 01** Automate detection of trademarked visuals in public site images and social media creative.
- 02** Automate keyword checks for false or misleading claims (e.g., 'best', 'guaranteed', unrealistic benefits).
- 03** Flag potential issues for human review and route to the legal inbox or issue tracker.
- 04** Extract structured data (brand, campaign, platform, date) for audit trails.
- 05** Data inputs: site images, ad text, brand list, enforcement policy, and platform scope.
- 06** Tools: OCR/vision API, NLP classifier, and a lightweight workflow engine.
- 07** Adoption plan: Week 1 pilot on one site; Week 2 expand to social ads; Week 4 review results and adjust.

Suhas Bhairav AI Resource

Deliver an actionable blueprint to automate compliance checks with essential human oversight.

Workflow Design & Inputs

Define automated checks, what remains review-only, and the data/tools needed. Provide a weekly adoption path with small milestones.

Key move Assign owners for data inputs and automation rules from day 1.

PRACTICAL CHECKLIST

- 01** Automate detection of trademarked visuals in public site images and social media creative.
- 02** Automate keyword checks for false or misleading claims (e.g., 'best', 'guaranteed', unrealistic benefits).
- 03** Flag potential issues for human review and route to the legal inbox or issue tracker.
- 04** Extract structured data (brand, campaign, platform, date) for audit trails.
- 05** Data inputs: site images, ad text, brand list, enforcement policy, and platform scope.
- 06** Tools: OCR/vision API, NLP classifier, and a lightweight workflow engine.
- 07** Adoption plan: Week 1 pilot on one site; Week 2 expand to social ads; Week 4 review results and adjust.

Suhas Bhairav AI Resource

Deliver an actionable blueprint to automate compliance checks with essential human oversight.

Risks, Approvals & Metrics

This page defines guardrails, approvals, and how to measure adoption, impact, and risk. It includes ownership and change management.

Key move Document decisions in a centralized policy registry.

PRACTICAL CHECKLIST

- 01** Guardrails: block outputs with personal data, defamatory content, or unlawful activity.
- 02** Require legal approval for any plan-level deviations or policy updates.
- 03** Establish KPI: false advertising rate, trademark hit rate, and time-to-review.
- 04** Weekly review cadence: governance standup to evaluate risk flags and adjust rules.
- 05** Ownership: Legal owns policy definitions; Marketing owns content generation; IT runs data pipelines.
- 06** Auditing: retain logs for 6–12 months and support incident investigations.
- 07** Pilot outcome: under 3% false positives and zero missed legal flags.

Suhas Bhairav AI Resource

Deliver an actionable blueprint to automate compliance checks with essential human oversight.

ABOUT THE CREATOR

Suhas Bhairav

I build AI systems that combine distributed architecture, retrieval, knowledge graphs, security, and practical workflow design. My focus is AI that can be used repeatedly by real teams: understandable, reliable, and grounded in the work people already do.

EXPERTISE

- Principal systems architecture and applied AI engineering
- Production-grade AI systems, agentic workflows, RAG, and knowledge graphs
- Full-stack workflow applications across AWS, Google Cloud, Azure, on-premise, and hybrid environments
- Practical AI implementation patterns for automotive, manufacturing, finance, logistics, cybersecurity, sales, and customer operations
- Security, governance, observability, approvals, and failure-mode thinking for operational AI systems

WEBSITE

suhasbhairav.com

EMAIL

suhasbhairav@gmail.com