

AdPro UGAPR Onboarding Guidelines



This document and the attachments are specifically for Unilever and may only be used by employees of Unilever Plc/NV, Unilever Group Companies and approved third party suppliers. This document may only be shared with agencies and suppliers with the expressed authorisation of an employee of Unilever Plc/NV or a Unilever Group Company.

We are delighted to inform you that in respect to our ongoing relationship, subject to agreement to our terms and conditions we will be including you on Unilever's Global Advertising Production Roster (UGAPR). To ensure you are onboarded as quickly please action the steps below and review all document and policies.

Step 1:

Please ensure you have reviewed and read all documentation listed below. We will then need you to accept terms of agreement of the [UGAPR Acceptance Form](#) and sign the [Unilateral NDA](#) and return via email to all in copy of this email. This will indicate your acceptance of all terms and agreements. Please note terms and conditions in this section are default terms and conditions for Unilever and not specific to a production project. At the same time we also ask you to complete our short [ACT 2 Unstereotype Programs and Initiatives questionnaire](#) to provide an insight to your company's ED&I journey.

Step 2:

Please register your company as a New Supplier on Unilever's Global Advertising Production Rosters and Preferred Suppliers (UGAPR) website.

[Access UGAPR here](#)

Once you have submitted your registration an email will be sent to the AdPro Team and will verify and approve your request. When approved, we require you to enter your company information as well as for each of the directors / photographers and creative talent e.g editors, colourist, working for you. Your account will give you the ability to manage, update and edit your company details in one intuitive space.

The screenshot shows the 'Register as Supplier Administrator' form on the Unilever UGAPR website. The form includes the following fields and elements:

- First Name**: Text input field.
- Last Name**: Text input field.
- Email Address**: Text input field.
- PhoneNumber**: Text input field with a dropdown for country code (currently showing '+44 (0)11 555-0123').
- Supplier Name**: Text input field.
- Supplier Type**: Dropdown menu with 'Celebrity Talent' selected.
- Password ***: Text input field.
- Confirm Password**: Text input field.
- I'm not a robot**: CAPTCHA checkbox and image.
- Register**: Blue button at the bottom.
- Footer text**: 'For any questions regarding the registration form, please contact advertising.production@unilever.com'.

At the top of the page, there is a 'Supplier Admin Login' button and a note 'Access is limited to Supplier Administrators'.



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Please complete and return the following:

Unilever Unilateral NDA	Please ensure you sign and return this NDA ahead, it is a mandatory requirement ahead of acceptance to UGAPR.	Download and Sign here
UGAPR Acceptance Form	Once you have read all the guidance and policies. Please complete the acceptance form and return.	Download and Sign here
UGAPR program and initiative questionnaire	Please complete this questionnaire to provide insight into your company's own ED&I journey.	Complete questionnaire here

Unilever AdPro Prerequisite policies and guidelines:

Unilever policies, standards and guidelines for Unilever suppliers	Please ensure you have read and comply to all Unilever's supplier codes of conduct policies.	Download here
Unilever's global standard for securing IP in commissioned works	Please ensure you agree to Unilever's position on securing IP for commissioned works	Download here
Regional Advertising Production Guidelines	We have newly updated AdPro Regional Production Guidelines . Which Guidelines should I use? Use the Regional Guidelines relating to the country of filming, for instance, if filming in Brazil, use the LatAm guidelines. These guidelines are the single most important document to follow when managing production for Unilever.	
Regional Advertising Production guidelines - AMET	The agency must ensure all suppliers agree to the Unilever's regional advertising production guidelines to uphold ways of working and values when working in each market	Download here
Regional Advertising Production guidelines - Europe	The agency must ensure all suppliers agree to the Unilever's regional advertising production guidelines to uphold ways of working and values when working in each market	Download here
Regional Advertising Production guidelines - LatAM	The agency must ensure all suppliers agree to the Unilever's regional advertising production guidelines to uphold ways of working and values when working in each market	Download here
Regional Advertising Production guidelines - SEAA/Nth Asia	The agency must ensure all suppliers agree to the Unilever's regional advertising production guidelines to uphold ways of working and values when working in each market	Download here
Regional Advertising Production guidelines - North America	The agency must ensure all suppliers agree to the Unilever's regional advertising production guidelines to uphold ways of working and values when working in each market	Download here
Regional Advertising Production guidelines - South Asia	The agency must ensure all suppliers agree to the Unilever's regional advertising production guidelines to uphold ways of working and values when working in each market	Download here



For all queries: advertising.production@unilever.com



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Global Travel Expenses – Supplier Standards	Simple guidance on the production costs associated with travel. These criteria are mandatory.	Download here
AdPro Covid -19 Best Practice	The latest Covid-19 guidance and protocols for the business when creating and planning to produce advertising material.	Download here
AdPro Ideation and Prod Covid-19 Risk assessment.	A risk assessment should be undertaken both at ideation stage and ahead of production to ensure latest guidance is central to any production.	Download here
AdPro Inclusive Treatment Policy	Outlines steps for creative agencies and brands to ensure fairer, more transparent process to manage creative briefing, pitching and award of behind the camera talent.	Download here
Inclusive Casting Best Practice	From briefing through to casting guidance on managing in-front of camera	Download here
Disability Inclusion Policy	Outlines steps for creative agencies and brands to ensure a more inclusive way of amplifying the role of creative talent with disability both in-front of camera and behind in our advertising and creating a more inclusive space on Unilever's productions	Download here
Digital Manipulation Policy	All briefs to Post-Production and Photography Retouchers should align with the policy to deliver KPIs.	Download here
AdPro AdGreen Program Levy	Overview on the AdGreen Program Levy and its application on Unilever production activities	Download here
AdGreen Agency Guidance	Guidance on accessing and inputting Unilever specific data into the Carbon Calculator	Download here

For further questions please contact advertising.production@unilever.com or your Regional Advertising Producer (RAP).



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