



LINE Points Ads

Advertising Content Guidelines

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Using Symbols - 1

Applies to

iOS/Android

Text

Text Locations

Japan and International Ad

- Text ads can appear in a wide variety of locations.
- Below is a sample of where text ads can appear (marked in red). Other locations are possible.



Using Symbols - 2

Applies to

iOS/Android

Text

List of Valid Symbols

- The following symbols can be used in both Japan and international ads.

	Symbol
Parentheses and Brackets	() < > [] 「 」 『 』 { } ◆ □ (full-width) () [] (half-width)
Bullet point	· (full-width)
Percent symbol/Ampersand	% & (full-width)
Arrows	⇒⇔→←↑↓ (full-width)
Question mark	? ! (full-width) ?! (half-width)
Other	¥ \$ * ♪ @ ※ ★ ☆ ○ ● ◎ ■ □ ▲ △ (all full-width)

- Other symbols not listed above can be used but may not display properly for all users.

Japan and International Ads

- If you wish to use the word "point" in your advertisement, you must place a unique name before or after the word "point" (such as XX point or point YY) to avoid confusion with LINE Points.

Prohibited

- The first 50 people get 100 bonus points

Allowed

- The first 50 people get 100 bonus AA points
 - Get 100 BB points!
 - 100 CC point gift!
- You can mention points in your video ad if brief statements within the video clarify the difference with LINE Points or if there is little chance users will confuse your points with LINE Points.

Superlative Statements

Applies to

Videos

Images

Text

iOS/Android

International Ads

- In general, superlative statements like "best in the world" or "number one" are prohibited. However, a superlative statement can be displayed within a video ad if the name of the organization that provided supporting data for the statement and the year in which the data was collected is also displayed.

Japan Ads

- A superlative statement can be used if the name of the organization that provided supporting data for the statement and the year in which the data was collected is also displayed.

P, C, and L Coin Images

Applies to

iOS/Android

Images

Japan and International Ads

You cannot use any coin images with a P, L, or C mark within an image ad to avoid confusion with LINE Points and LINE Coins.



You can use coins with other letters besides P, L, or C.

You can use any coins within a video ad as long as it does not cause confusion with LINE Points or LINE Coins.

Install Related Statements

Applies to

iOS/Android

Videos

Images

Text

Japan and International Ads

● iOS and Android

You cannot use the App Store or Google Play icons within your image ad.

You cannot make any advertisements unrelated to the application within your text ad or make any claims regarding LINE Points.

● iOS

You cannot make any direct requests for users to "download" or "install" the application within your image or text ad.

- **Prohibited:** "Download it now!" "Install and play!"
- **Allowed:** "Play it now!" "Let's play!"

You can make "download" or "install" requests within a video ad if limited to a brief period (about one second). You can also make factual claims such as "Over 1 million downloads!" within a video ad.

Japan and International Ads

Pre-registration or reserve type campaigns is not available depending on OS and products type.

There will be restrictions on the campaign description text. You cannot add any text requesting users to "pre-register" or "reserve" in your application advertisement.

- **Prohibited**

"Add as a friend and pre-register now!" "Reserve now for a special item!"

- **Allowed**

"Coming out in XYZ! Don't miss out!"

You can ask users to friend your official LINE account or follow your Twitter account (as long as no mention of pre-registration is used).

Japan and International Ads for iOS

You cannot use words like "lottery," "win," "raffle," or "prize" in any advertisements (regardless of type). In addition, words like "chance" cannot be used if done so in a similar fashion as the previously mentioned lottery words.

Lottery-type statements can be used for advertisements on Android.

Please note that advertisements that appear on both iOS and Android at the same time, such as Timeline share promotions and multi-OS Brand Spot ads, need to conform to the stricter iOS rules.

- **Prohibited**

"Join our lottery" "100 winners!" "Special prize giveaway" "JPY 10K raffle promotion"
"Chance to be one of 100 winners!"

- **Allowed**

"Present for 100 users" "Bonus promotion underway" "Everyone gets a gift"

Japan and International Ads

- You cannot use buttons that encourage the user to tap them within your video or image ad.



- You cannot replicate other parts of UI design to encourage user interaction.
- You cannot use people or characters wearing revealing clothing in your video or image ad.
- You cannot make excessive appeals to non-ad related services or products.
- We reserve the right to ask for additional edits due to local laws and ordinances or user-related concerns.