

# OOH Proof of Compliance

This section explains how Proof of Compliance (Proof of Flighting) is managed for Out-of-Home (OOH) campaigns in MEplan. It covers the full workflow from creating and assigning materials, requesting compliance from media owners, uploading and reviewing site images, through to approval, rejection, cancellation and final delivery to clients. The section also highlights compliance tracking via the dashboard and the ability to generate approved proof of compliance in a client-ready PowerPoint format.

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# Creating and Assigning Materials

“ Materials (Artwork) must be created and linked to schedule plan lines before compliance can be requested.

## Creating Materials

To create a material:


1. From the left menu, navigate to **Master Data>Materials** section.
2. Select the material's **options** menu ( ⓘ ) and choose **Create Material (+)**.
3. Enter the required material details.
4. Attach the relevant image file.
5. Save the material by selecting **Create Material**.


## Assigning Materials to Schedule Plan Lines

Once created, assign the material to the relevant **schedule plan line** by selecting it from the available materials list. This ensures the correct creative is referenced during compliance requests.

# Requesting Proof of Compliance

To request proof of compliance:

1. Navigate to the **Schedule**.
2. Select the booking line/s requiring compliance by ticking the checkbox on the left.
3. Open the schedule's **options menu** (  ) and choose **Request Compliance**.
4. Select:
  - Media Owner (Vendor)
  - Date range
  - Specific site(s) requiring compliance
5. Select **Confirm** to submit the request.

Once submitted, an **information icon** (  ) appears on the schedule, indicating that compliance is pending.

# Uploading Images for Compliance (Media Owner)

The Media Owner receives an email containing a **unique access code** linking them to the MEplan compliance portal.

Media Owners are required to upload:

- **Long-range images**
- **Close-up images**

Key functionality:

- Up to **10 images** can be uploaded per site
- Primary close-up and far images can be designated
- Images can be cropped within the portal
- Comments can be added per image
- Images can be deleted or replaced

To upload images:

1. Select the **pencil icon (✎)** next to the site.
2. Upload and manage images as required.
3. Select **Done** once complete.
4. **Submit** the images for compliance approval.

# Reviewing and Approving Compliance

Once images are uploaded, the user receives an email notification. By selecting the **Authorise** link in the email, the user will be directed to the approval pop-up automatically.

To review compliance:

1. Navigate to **ME Plan > Compliance** from the left-hand menu.
2. Find the relevant site from the **Pending Authorisations** list.
3. Open the **options menu ( ⋮ )** and choose **Approve Compliance**.
4. Review the submitted images.
5. Select **Approve** or **Reject**.

If approved:

- The information icon updates to **Compliance Completed** in green
- Approved images can be viewed by right-clicking the booking date in the schedule and selecting **Compliance**

After submission by the vendor, the site status initially displays as **Awaiting Approval**.

# Rejecting Compliance Images

If images are rejected:

- A rejection reason must be provided
- The site's compliance status updates to **Rejected** in red
- No images are visible in the schedule's Compliance view

If one image is approved and another rejected:

- The vendor is notified by email
- The site's compliance status updates to **Partially Approved** in orange
- The approved image remains visible
- The rejected image must be resubmitted

This process continues until **all required images are approved.**

# Compliance Status on the Dashboard

Users can monitor compliance progress directly from the **Dashboard** by selecting **Compliance** from the status dropdown. This provides visibility into:

- Pending approvals
- Approved compliance
- Rejected compliance
- Partially approved submissions

# Cancelling a Compliance Request

If compliance is still pending, it can be cancelled by:


1. Selecting the plan line's **options menu ( ⋮ )** and choosing **Cancel Compliance Request**, or
2. Right-clicking the booking value on the schedule, selecting **Compliance**, then **Cancel**

A notification email is sent to the relevant parties upon cancellation.

# Sending Proof of Compliance to Clients

Once compliance is completed, proof can be sent to the client in **PowerPoint format**.

To send proof of compliance:

1. Navigate to the **Schedule**.
2. Select the schedule's **options menu** (  ) and choose **Send Proof of Compliance**.
3. Select the vendor and date range.
4. Choose the required site(s).
5. Enter the recipient's email address.
6. Optionally add a custom message.
7. Select the PowerPoint template.
8. Choose **Preview** to download or **Send** to email the document.