

Digital information is easy to send, publish, copy and change.

The evidence showing who stood behind it should not disappear.

EviState adds the accountability layer: persistent, independently inspectable evidence around important communications, published content and individual files or objects.

AGENCY & ADVERTISER BRIEF

ONE ARCHITECTURE. THREE ENTRY POINTS.

ES Mail applies it to important communications. ES Record applies it to published digital information. ES Stamp applies it to individual files and objects.

For an advertiser: give a customer a practical way to distinguish the campaign the brand actually authorised from a copied, altered, impersonated or stale version.

For an agency, that becomes more than provenance. It can be packaged as an **accountable campaign layer**: better evidence around approvals and claims, a verification route for customers, and a measurable way to test whether accountable content changes behaviour.

CURRENT AVAILABILITY

ES Record is live for public demonstration. ES Stamp operates through a controlled document-issuance and verification workflow. ES Mail has a working sender and message-evidence flow with controlled onboarding. Broader self-service release remains deliberately gated while operational controls are completed.

WHAT EVISTATE PROVIDES

Persistent accountability around the state that mattered.

Each product uses the same evidential-state logic: identify the accountable party, record the relevant state and authority, preserve the evidence, and keep later correction, replacement or withdrawal visible.



PUBLISHED DIGITAL INFORMATION

For campaign pages, social content, claims, public notices and other published material.

Records who stood behind the publication, the asserted authority, channel/account, relevant content state and later lifecycle changes.

[LIVE DEMO](#)

IMPORTANT COMMUNICATIONS

For approvals, instructions, commitments, client communications and higher-risk email.

Adds sender and message accountability without forcing the recipient into a closed messaging platform.

[CONTROLLED ONBOARDING](#)

FILES & OBJECTS

For PDFs, reports, images, campaign packs, certificates and other individual files or objects.

The visible stamp points to the persistent evidence record. The stamp itself is not the evidence.

[CONTROLLED ISSUANCE](#)

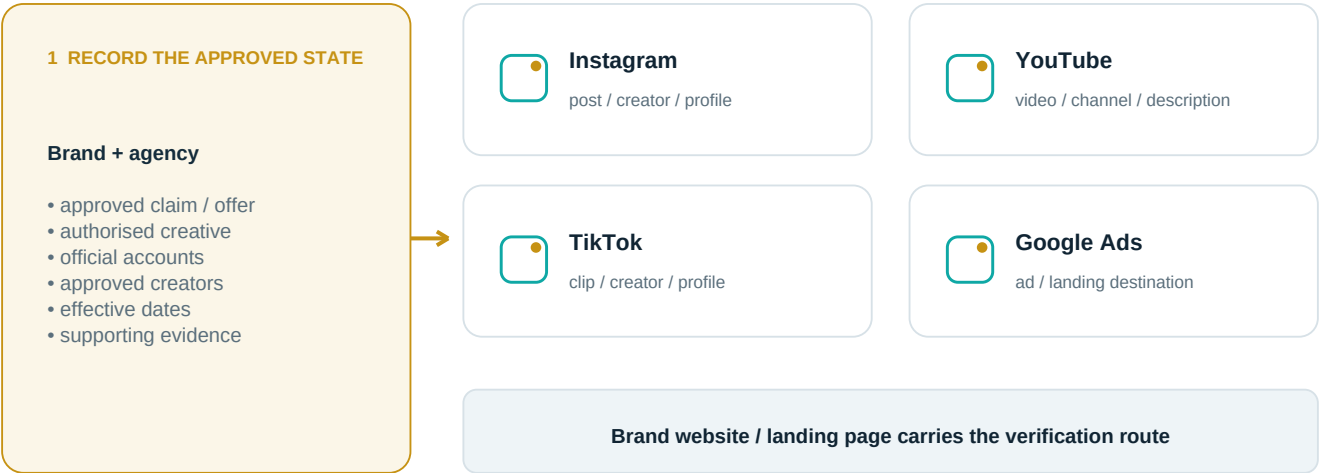
THE COMMON RECORD CAN SHOW

Accountable party • asserted authority • official channel/account • recorded content or claim state • supporting evidence • correction / supersession / withdrawal

AN OBVIOUS AGENCY USE CASE

One campaign. Many channels. One accountable state.

A consumer brand launches a time-limited offer through paid social, creator video, search advertising and its own landing page. The commercial problem is simple: once the creative travels, customers can encounter copied ads, fake accounts, altered offers, stale screenshots or unauthorised reuse.



2 CUSTOMER INSPECTS - WITHOUT NEEDING AN EVISTATE ACCOUNT

“Is this really connected to the advertiser, is this an authorised channel or creator, and is this still the current offer?”

WHO	WHERE	WHAT	NOW
Accountable advertiser / publisher	Authorised account, channel or creator	Recorded campaign claim / creative state	Current, amended, expired, withdrawn or superseded

Important: EviState does not need native Instagram, YouTube, TikTok or Google integration to provide this verification route. References can travel through the landing page, caption, description, profile link, QR code or campaign microsite. Native in-feed EviState indicators would be a later platform-integration opportunity, not a current claim.

HOW AN AGENCY SELLS IT

Sell accountability as a campaign capability - not as a badge.

“You already pay to reach the customer. EviState gives the customer a way to inspect whether the content, offer and publisher are genuinely connected to the advertiser who paid for that reach.”

Value to the advertiser

- **Brand protection:** give customers a direct route to distinguish authorised material from impersonation, copied creative and fake offers.
- **Campaign governance:** preserve stronger evidence around approvals, claims, creators, channels, versions and changes.
- **Lifecycle control:** make expired, corrected or withdrawn campaign states inspectable rather than leaving old material looking current.
- **Measurable trust:** record verification interactions and A/B test accountable versus conventional experiences without pretending an uplift is guaranteed.

Value to the agency

- **Premium service:** package “Accountable Campaigns” alongside media, creative, tracking and optimisation.
- **Client evidence:** reduce ambiguity when there is a dispute over what was approved, published or subsequently changed.
- **Differentiation:** compete on accountable delivery and campaign governance rather than only media buying and creative execution.
- **Recurring layer:** once a client adopts campaign provenance, the service can follow new campaigns, channels and assets.

What the customer gets

Confidence

A route to inspect who stands behind the content.

Context

The authorised channel, campaign state and relevant evidence.

Currency

Visibility when an offer or claim has later changed.

No lock-in

Public inspection does not require an EviState account.

MEASURE THE HYPOTHESIS

Verification rate • conversion rate • CTR • bounce / exit behaviour • support or fraud reports • customer feedback • campaign-dispute resolution. EviState makes the trust hypothesis testable; it does not claim that every campaign will convert better.

EXPLORE THE CURRENT EVISTATE EXPERIENCE

Live routes for the EviState website, products and demonstrations.

EviState website

evistate.co.uk

Demo hub

evistate.uk/demo

ES Record

evistate.uk/record

ES Mail

evistate.uk/mail

ES Stamp

evistate.uk/passport

Verify evidence

evistate.uk/verify

SCAN FOR DEMOS

These short EviState routes are intentionally used for clean external sharing and product access.

WHAT EVISTATE DOES - AND DOES NOT - CLAIM

EviState records **accountability and provenance**. It can show who stood behind a recorded state, the authority and channel asserted for it, and later lifecycle changes. It does **not** truth-score content, endorse an advertiser, moderate a platform, certify product safety, or make every underlying assertion true simply because it was recorded.

Likewise, the cross-platform model shown in this brief works today through EviState references, campaign pages and verification routes. A native EviState indicator rendered directly inside Instagram, YouTube, TikTok, Google or another platform would require that platform's integration or partnership.

DOCUMENT CONTROL / ES STAMP

Title: EviState Agency & Advertiser Brief **Version:** 1.0 **Date:** 22 August 2026
Issuer: EviState Holdings Ltd **Classification:** External briefing

The controlled released copy carries a visible ES Stamp. Its verification route provides the authoritative link to the corresponding EviState evidence record. An unstamped copy should not be treated as the controlled released copy.