



CREATOR RISK INTELLIGENCE

The Signal

Monthly intelligence on Creator Risk, regulatory change, and brand safety incidents. Issue 03 · March 2024

This month's case is a masterclass in one of the most common and most preventable categories of Creator Risk: historical content that no one checked. A nine-year-old tweet ended a live campaign in 48 hours.

01 — THE TWEET FROM 2015

Samantha Hudson · Doritos Spain · PepsiCo · March 2024

On Sunday 3 March 2024, the Spanish arm of Doritos — owned by PepsiCo — published a short promotional video called 'Crunch Talks' featuring Samantha Hudson, a 24-year-old Spanish singer and trans artist. Hudson had won Best Spanish Artist at the 2023 MTV Europe Music Awards and had 368,000 Instagram followers. The campaign was intended to position Doritos around inclusion and authentic voices.

By Monday morning the video had been removed and the partnership was over. The cause: tweets from 2015, when Hudson was a teenager, resurfaced by conservative social media accounts. The posts contained sexually offensive language involving minors and mocking commentary about victims of sexual assault. Hudson had publicly apologised for the posts years earlier, saying she did not remember writing them. Doritos Spain terminated the relationship immediately.

What the timeline shows

2015	Hudson, then a teenager in Mallorca, posts a series of offensive tweets. The posts are publicly available but widely forgotten as her public profile rises.
Nov 2023	Hudson wins Best Spanish Artist at the 2023 MTV Europe Music Awards. Her profile reaches a new high.
Sun 3 Mar 2024	Doritos Spain publishes 'Crunch Talks' featuring Hudson. Campaign launches on Instagram.
Mon 4 Mar 2024	Conservative social media accounts surface the 2015 tweets. Boycott calls begin trending. Doritos Spain removes the video.
Wed 6 Mar 2024	Doritos Spain confirms to press: 'We have ended the relationship and stopped all related campaign activity due to the comments. We strongly condemn words or actions that promote violence or sexism of any kind.'



THE AUDIT THAT WASN'T DONE

Hudson had been publicly apologising for these tweets since becoming famous. They were not hidden. The 2015 tweets had not been deleted. A search of Hudson's X history filtered to 2014–2016, using X's own free advanced search, would have surfaced them before the brief was signed. The question Doritos Spain could not answer on Monday morning was simple: did we check? The answer was evidently no.

The Signal Intelligence lesson

This case is not about whether Hudson was a good or bad choice. It is about a process failure so basic it is almost embarrassing to document: nobody searched. The 2015 tweets were not deleted. They were not hidden. They were publicly accessible on X the day Doritos launched the campaign, findable in minutes using X's own built-in advanced search — free, no specialist tools required. A search for the creator's username filtered to 2015 content would have surfaced them. Doritos either did not search or did not look far back enough. Either way, the result was the same.

THE SIGNAL

There is no statute of limitations on the internet — and no specialist tool required to search it. The Hudson tweets were live and public on the day the campaign launched. X Advanced Search is free. The failure at Doritos was not a tooling problem. It was a process problem. Nobody looked.

RECOMMENDED ACTION

Before any creator activation, run a systematic search of their full public history — not just recent posts. X Advanced Search allows date-filtered searches back to account creation at no cost. Pair it with a basic news archive search and a web search of the creator's name alongside risk-relevant terms. For higher-value partnerships, go further: court records, company filings, and archived pages via the Wayback Machine. The tool is rarely the issue. The process is.



02 — REGULATORY NOTE

ASA · UK · FTC · USA · March 2024

Two significant regulatory developments this month — one in the UK, one a confirmation of the US direction of travel.

UK

The ASA announced the launch of its AI-based Active Ad Monitoring system — the first deployment of AI-powered surveillance in the UK influencer compliance space. The system scans social media posts at scale to identify non-compliant advertising content proactively, without waiting for consumer complaints. This represents a fundamental shift from reactive to proactive enforcement. The ASA has been clear: all parties in the advertising supply chain — influencers, brands and agencies — share responsibility for disclosure compliance.

USA

The FTC's dual-liability approach continues to be the dominant enforcement theme. Brands cannot rely on creator contracts to transfer responsibility. Where a brand commissioned content that turned out to be non-compliant, the FTC's stated position is that the brand is the primary target of enforcement action — not the creator.

ITALY

The Italian government is accelerating preparation of the Ferragni Law — legislation directly prompted by Pandorogate. The bill targets influencers with 1M+ followers who engage in charitable marketing. Expected to pass in spring 2024.

The Doritos Spain case is not an isolated incident. In early 2024 several comparable situations occurred across European markets — all involving historical content that brands had not audited. The pattern is consistent enough to treat as a structural risk category, not a one-off. Brands running multi-creator campaigns without a historical content audit are carrying a risk that is both measurable and preventable.

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The Signal is published monthly by Signal Intelligence. Each issue covers real Creator Risk incidents, regulatory developments, and the intelligence that brand-side teams need before they need it. Subscribe at signalintelligence.consulting — and if this issue was forwarded to you, make sure you're on the list for the next one.