Who decides what on a media budget

LINDBERGH FORMATION — 16 rue de Maillé, 91310 Montlhéry, France · Companies register (RCS) Evry 817 946 114

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Three mandate forms, all withdrawable · fictional document

Fictional document — demonstration example

This document is produced by the Blue Lemon Agent website to illustrate what an AI agent hands to its users. The companies, matters, amounts and people in it are invented. It has no legal, accounting or commercial value.

Fictional document, produced for the demonstration. **The agent is not restrained: it is mandated.** Moving a budget commits real spend, and the internal note of 14 January entrusts that decision to the marketing director. **This document describes what the agent executes as soon as a written mandate entrusts it — and how that mandate is withdrawn.**

What is already built in the accounts, as drafts

Item built	State	Execution time once approved
The two new budget splits	Draft	1 minute
Daily caps	Draft	30 seconds
3 video ads from collection visuals	Draft	1 minute
Generic-search keyword list	Draft	1 minute
The two stop thresholds	**Set**	**Live from execution**
Return to the original split	Built in advance	**4 minutes, at any time**

Execution takes four minutes. It was the preparation that took two days, and it is done.

The three mandate forms

Form	What the agent may do	What it may never do	For whom
Case by case	Execute an approved trade-off, within minutes	Everything else	**Maison Verlaine's current regime**
Capped mandate	**Move up to a set amount, inside a constant monthly total**	**Raise the total, open a platform, create a campaign**	Teams that arbitrate weekly
Withdrawal-only mandate	**Bring a budget back to its previous value if a stop threshold is crossed**	**Raise anything at all**	**The safest: it can only reduce spend in progress**

What accompanies any mandate, whatever its form

Guarantee	Implementation
Written and dated	Scope, cap, duration, signatory
Withdrawn with a word	**Without notice, and nothing stays running afterwards**
Notified	Every action reported within the hour, with its arithmetic
Logged	Author, amount, reason, time, measured result
Diarised for review	**Once a quarter — a mandate nobody has reread in a year is no longer a decision, it is a habit**

What stays outside every mandate

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Action	Condition for it to happen
Raise the total monthly budget	**Never through the agent**
Open a platform	Marketing director's decision, learning budget set
Create a campaign	Marketing director's decision
Change a bid	Written, capped, dated and withdrawable mandate
Suspend a campaign	**Human approval, every time**

For the marketing director to set

Mandate form retained, cap and review date: _____

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