



# A+ CONTENT ACCESS ISSUE

While trying to add A+ Content for our brand ASIN, we encountered an issue. The system was not recognizing the ASIN as part of our brand, which prevented us from applying content.



## ISSUE IDENTIFIED

We were unable to add A+ Content because the ASIN was not recognized as part of our brand.



## IMPACT

A+ Content could not be added



Brand content could not be enhanced



Customer experience was affected

amazon seller central Jubily Goods | United States Search

Add Products Manage All Inventory Manage Orders Campaign Manager A+ Content Manager Business Reports Inventory Reports Edit

A+ Content Manager > Basic > ASINs > Edit Cancel Back Save as draft Next: Review & submit

### Content details Best Practices

Create Content
  Apply ASINs
  Submit
  Approval
  Published


* Content name	* Language	Content Type	Status	Applied ASINs	Last activity
Bread Box   MJR	US English	EBC	Draft	0	31/03/2026

### Add ASINs

Search for ASINs to apply to this content. Note search results will be returned within the context of product families.

Search for ASINs

Type to find the ASIN

ASIN	Applied content	Eligible ⓘ
 Jubily Bread Box with Clear Acrylic Window - 2-Layer Pine Wooden Storage Box, Large Bread Box for Kitchen Countertop, Bread Storage Cont... BOGB81KRGY <a href="#">Parent ASIN</a>		You are unable to add content to this ASIN because our system does not recognize this ASIN as part of your brand.  <input type="text" value="Why?"/>



## KEY TAKEAWAY

The root cause was brand access. The ASIN was not linked correctly in Brand Registry, which blocked the ability to add A+ Content.



# BRAND ACCESS RESOLUTION PROCESS

We reached out to Amazon Brand Registry Support to understand the issue. After reviewing our case, they provided the exact reason and guided us with the solution to resolve the access problem.



## GUIDANCE RECEIVED

Amazon Brand Registry Support confirmed that our selling account was not assigned the Brand Representative role for our brand "Jubly". This role is required to create A+ Content.



## STEPS TO RESOLVE

- 1 Click "Manage" and select "Manage selling roles."
- 2 Click "Connect a selling partner account."
- 3 Select "Seller Central accounts" or "Vendor Central accounts."
- 4 Choose the role: Brand Representative or Reseller.



## RESPONSE FROM AMAZON BRAND REGISTRY SUPPORT

Hello from Amazon Brand Registry Support,

Thank you for contacting us. This is Ehtesham and for me it is a pleasure to help you.

I understand you're unable to add A+ content for ASIN B0G881KRGY.

I've reviewed your account and the ASIN in question. The ASIN B0G881KRGY is currently associated with your Brand Registry brand "Jubly". However, your selling account is not listed as a Brand Representative for this brand in Brand Registry. To create A+ content, your selling account must have the Brand Representative role assigned within Brand Registry.

We've confirmed that you are a brand Administrator. Therefore, you can assign selling roles via Brand Registry by following these directions:

- 1 Click "Manage" at the top of the page, and then select "Manage selling roles."
- 2 Click "Connect a selling partner account."
- 3 Select "Seller Central accounts" or "Vendor Central accounts." Note that you must provide the relevant merchant token or account ID for the account that you want to connect.
- 4 Choose the type of selling role to assign, either **Brand Representative** or **Reseller**.



## SOLUTION APPLIED

We followed the steps provided by Brand Registry Support and successfully assigned the Brand Representative role to our selling account.



Role Assigned  
Successfully



Brand Access  
Established



Issue  
Resolved



## KEY TAKEAWAY

The issue was not with the content or ASIN, but with brand access permissions. Assigning the correct role in Brand Registry resolved the problem.



# A+ CONTENT SUCCESSFULLY SUBMITTED

After assigning the Brand Representative role, we were able to add the ASIN successfully and submit the A+ Content for approval.



## SUCCESS ACHIEVED

A+ Content has been successfully submitted and is now awaiting approval from Amazon.



## BENEFITS



Enhanced brand presentation with A+ Content



Better customer experience and product trust



Increased conversion potential and brand value



## A+ CONTENT SUBMITTED FOR APPROVAL

The screenshot shows the Amazon Seller Central interface for 'Jubily Goods | United States'. The navigation bar includes 'amazon seller central', 'Jubily Goods | United States', and a search bar. Below the navigation bar are links for 'Add Products', 'Manage All Inventory', 'Manage Orders', 'Campaign Manager', 'A+ Content Manager', and 'Business Reports'. The main content area shows 'A+ Content Manager > Basic > Bread Box | MJR'. There are two green success messages: 'Your changes have been saved.' and 'Your content was successfully submitted for approval. Please remember to update your catalog content if changed.' Below these is the 'Content details' section with a 'Best Practices' link. A progress bar shows steps: 'Create Content' (checked), 'Apply ASINs' (checked), 'Submitted for review (Allow 7 days)' (checked), 'Awaiting approval' (selected), and 'Published' (radio button). A table lists content details: 'Content name: Bread Box | MJR', 'Language: US English', 'Content Type: EBC', 'Status: Submitted', 'Applied ASINs: 1', and 'Last activity: 01/04/2026'. Below the table are tabs for 'Content', 'ASINs', and 'Related contents', and buttons for 'Mobile' and 'Desktop' views. A 'Link to preview' link is also present. A preview image shows a wooden bread box with the text 'Fresh Bread, Perfectly Stored' and 'Stylish storage for bread and baked goods.' To the right of the preview is a green checkmark icon and the text 'Current Status: Awaiting Approval' and 'Our A+ Content is under review and will be published soon.'



## FINAL RESULT



### Issue Resolved

Brand access issue identified and resolved successfully.



### Content Submitted

A+ Content submitted and under review.



### Next Step

Content will be published after Amazon's approval.





# Thank You!

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