

Ad Standards

ACA Webinar
June 12, 2018

The Dos and Don'ts of Influencer
Marketing: New Disclosure Guidelines

#paidTM


Ad StandardsTM

About Ad Standards

The national, independent, not-for-profit advertising self-regulatory body.

1957

Belief that advertising self-regulation best serves the interests of industry and consumers

230+

Members from all sectors committed to enhancing public trust and supporting industry self-regulation

About Ad Standards (cont.)

- Administers *The Canadian Code of Advertising Standards*
 - Consumer Complaint Procedure
 - Advertising Dispute Procedure
- Administers other self-regulatory programmes
 - e.g. CAI, non-partisan, auto guidelines, OBA accountability, Spirits Canada
- Clearance Services reviews ad copy in five regulated categories
- Education and global connecting

Truthful, Fair and Accurate



FROM PRINT TO DIGITAL,
truth has long been
a part of Canadian advertising.

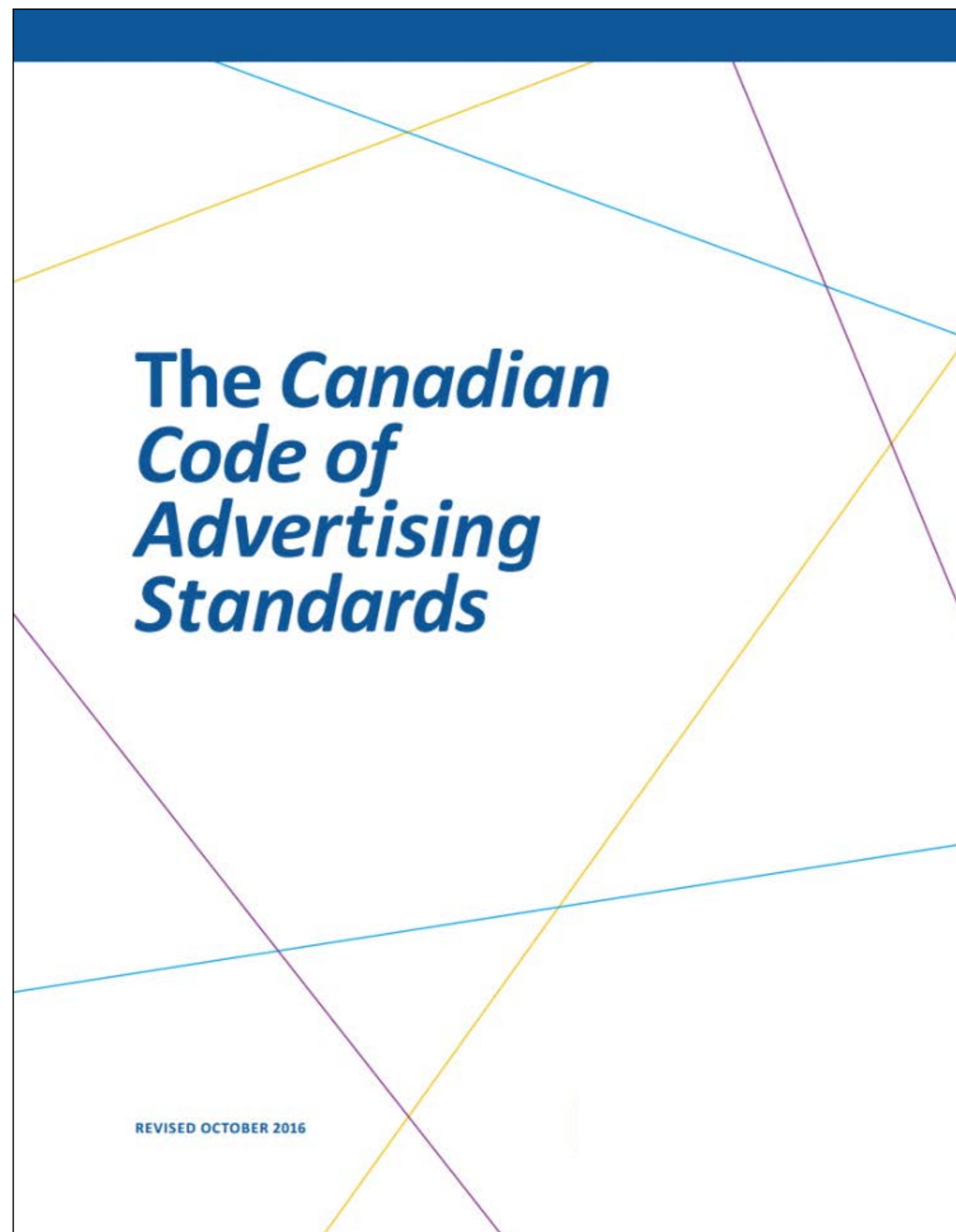

Ad Standards™

Truthful, Fair, and Accurate.

adstandards.ca

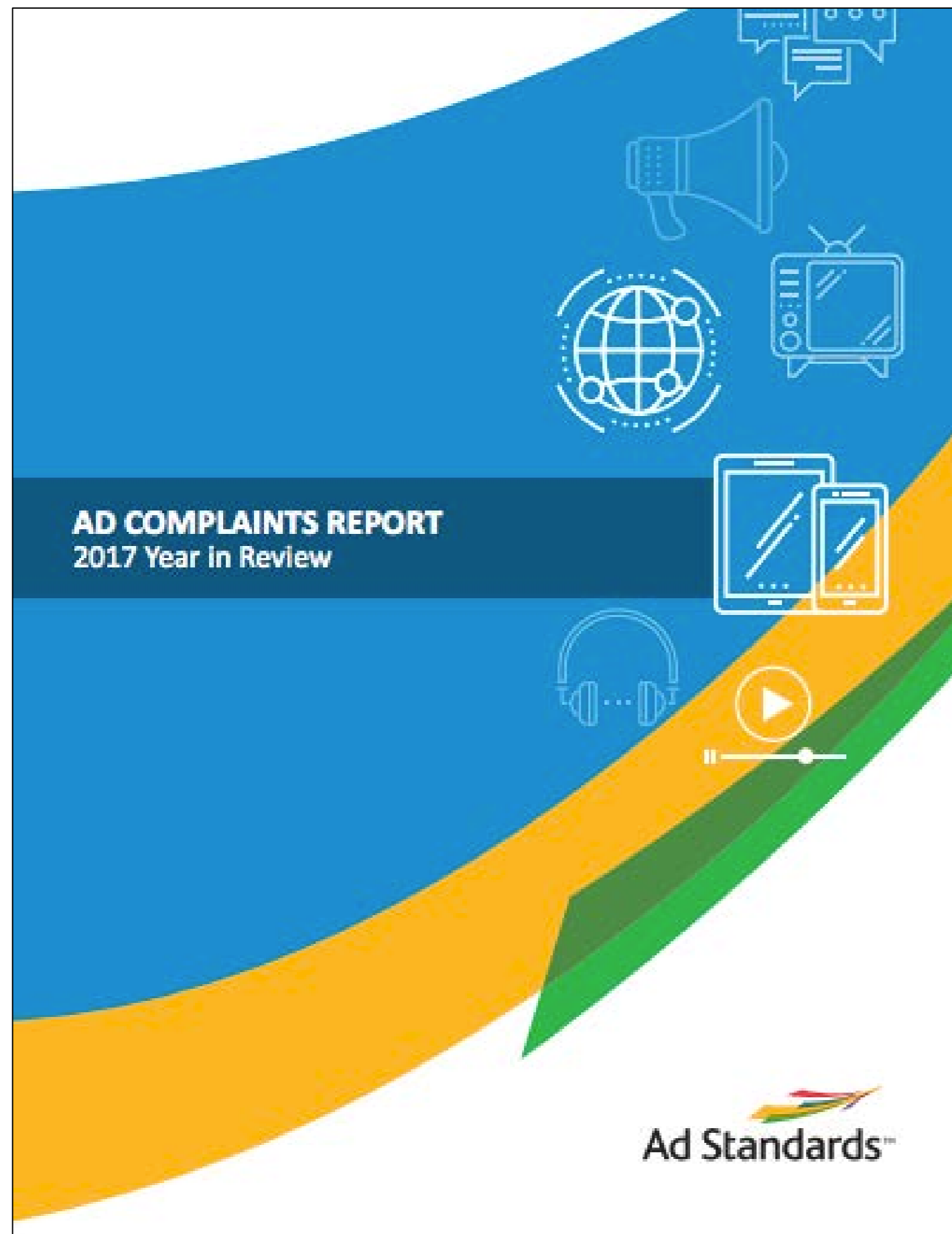

Ad Standards™

Canadian Code of Advertising Standards



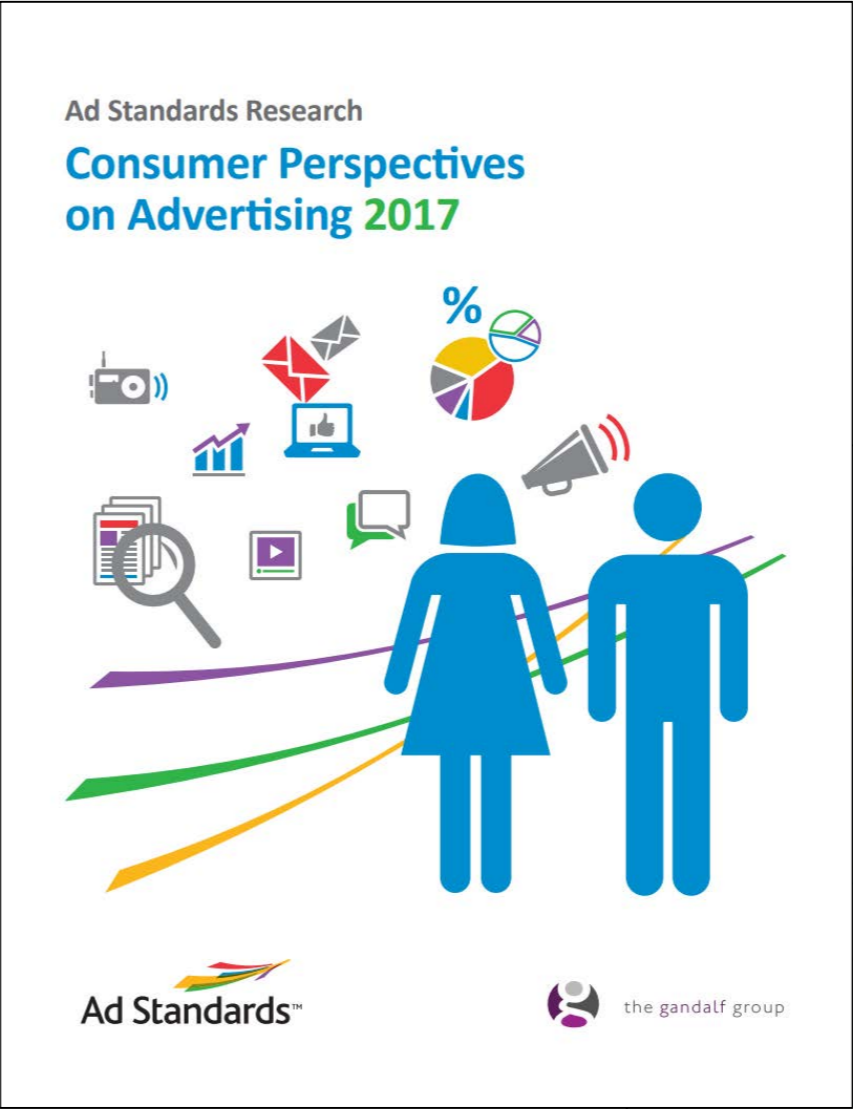
- 14 clauses + Interpretation Guidelines
- Standards Council adjudicates consumers' complaints

Ad Complaints



	# Complaints	# of Ads
Received	1808	1322
Met <i>Code</i> acceptance criteria	1172	832
Administratively resolved	224	164
Raised potential <i>Code</i> issues and forwarded to Council	218	72
Upheld by Council	173	46

Consumer Perspectives on Advertising



Importance of Standards, Role of Ad Standards

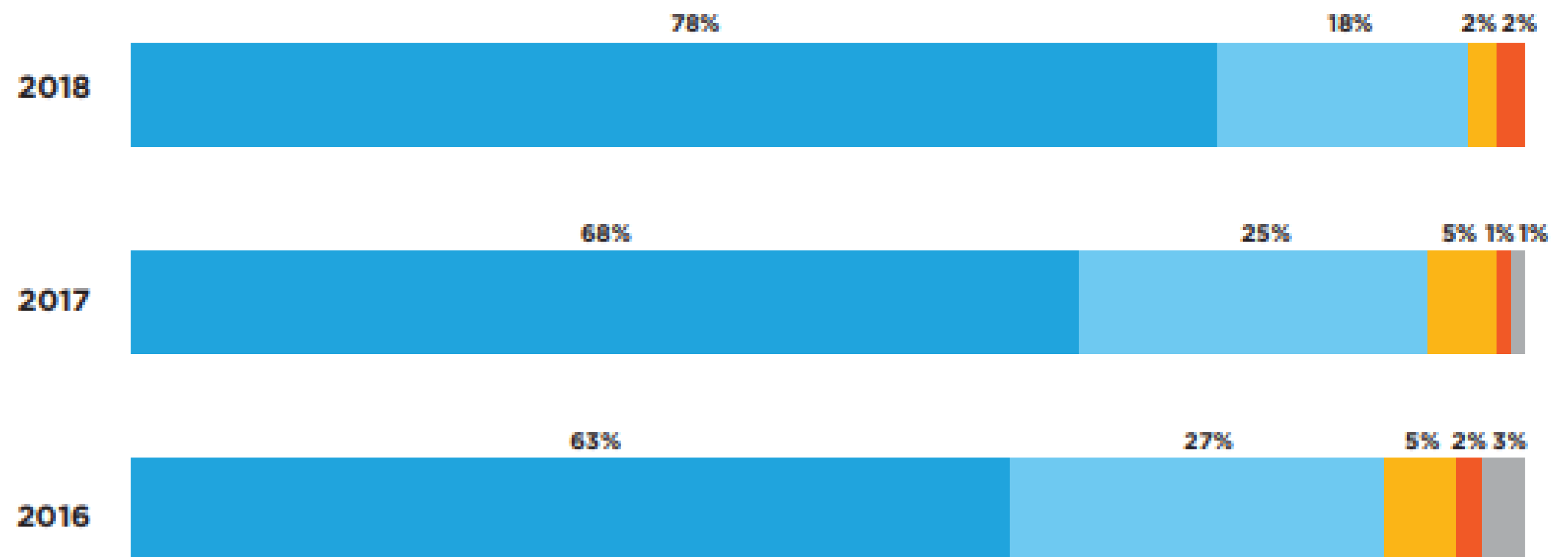
Standards: Importance of Rules & Regulations

- The vast majority of consumers believe there should be rules and regulations for advertisers to follow.
- The proportion saying this is "Very important" is up 15 points over two years.
- Millennials are less likely to say this (72%) while Seniors are far more likely to say it (87%).



In your opinion, how important is it to have rules and regulations that advertisers must follow? Would you say that it is...

- Very important
- Somewhat important
- Not very important
- Not at all important
- Don't know

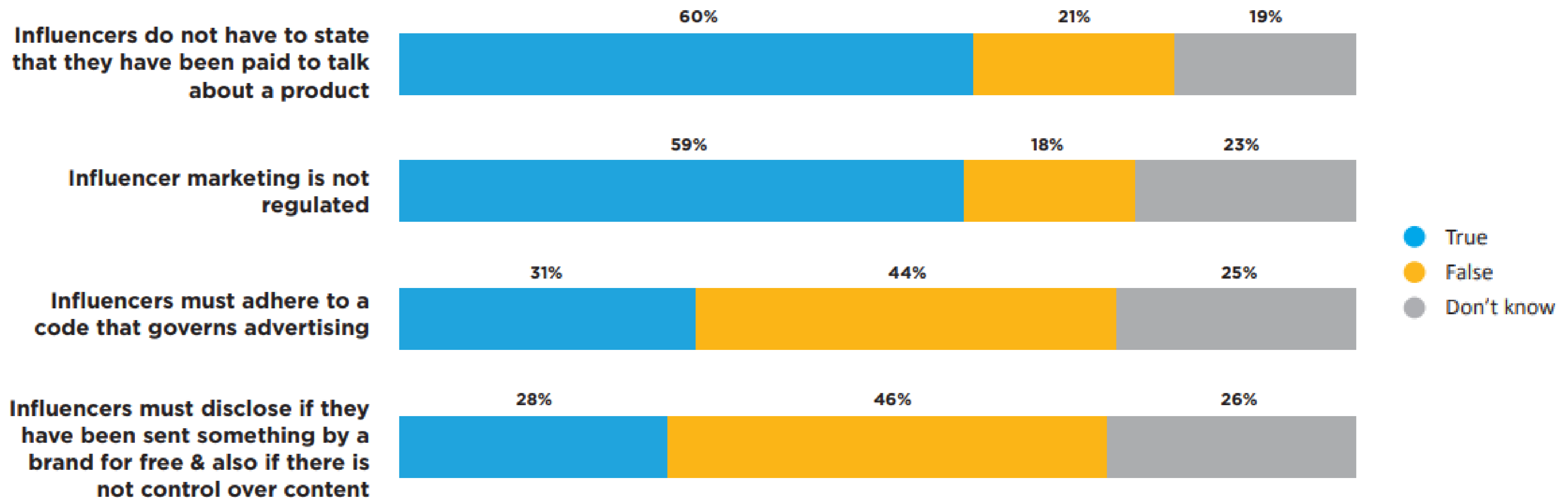


Influencer Code of Conduct

- Among the majority who are familiar with online influencers, most do not believe there is either regulation or requirement to disclose.



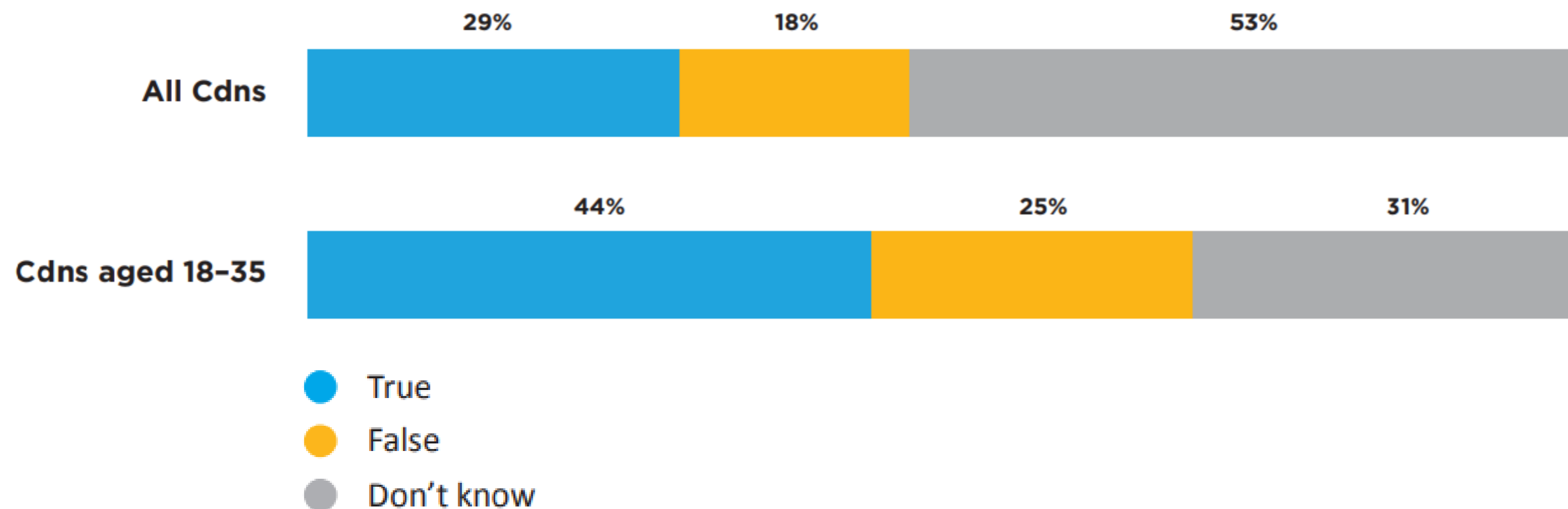
Please let us know if you believe the following statements are true or false regarding the rules and regulations surrounding influencer marketing?



Influencer Code of Conduct

- Canadians aged 18-35 are more likely to be aware of influencer marketing; but most are not aware of hashtags that denote paid influencer marketing.
- In response to a separate question, 21% of all surveyed said they had seen or noticed #Sponsored or #Ad in posts. Among those aged 18-35, nearly four in ten recalled seeing those hashtags (39%).

True or False: If influencers include "#ad", then they have been paid to promote



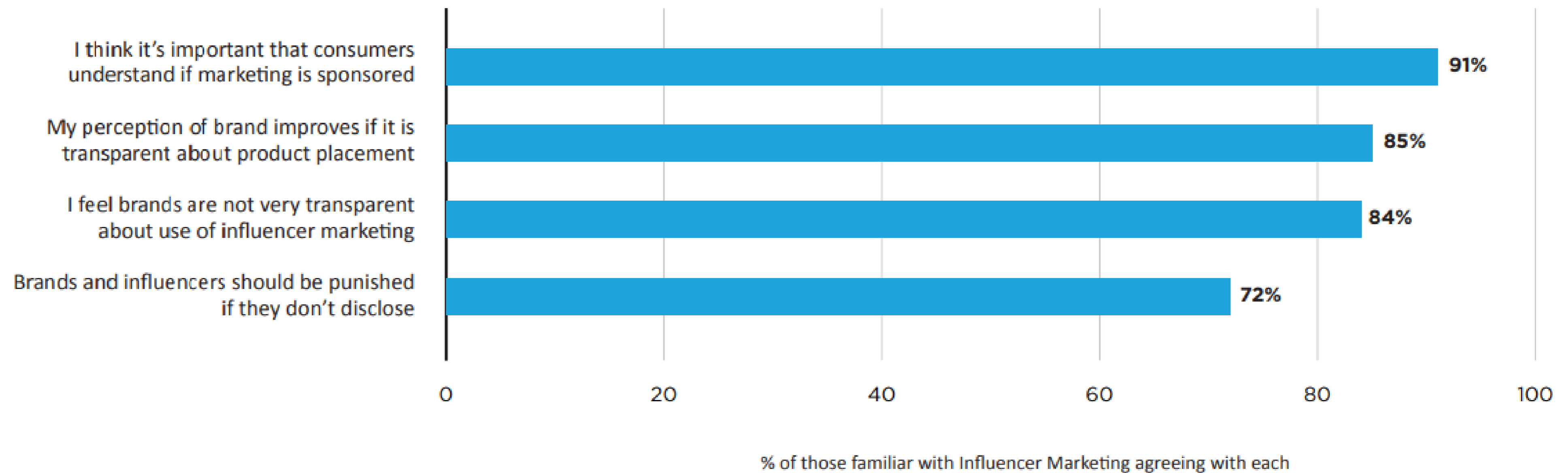
Please let us know if you believe the following statements are true or false regarding the rules and regulations surrounding influencer marketing?

Transparency in Marketing

- The vast majority strongly or somewhat agree there should be transparency about sponsored ads.
- 72% agree non-disclosure should have consequences.
- Most said their view of brands would improve if there was transparency about product placement.



Please tell us whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following.



Importance of Standards, Role of Ad Standards

Trust in Ads Based on Association with Ad Standards

- Most Canadians say they would trust ads more if they knew the advertiser was a member of Ad Standards.
- Identical proportions said a visible Ad Standards stamp of approval would increase their trust in an ad.

Advertiser a member of Ad Standards



Would you be more or less likely to trust an advertisement if you knew the advertiser was a member of Ad Standards?



Advertisement with Ad Standards stamp of approval



If an advertisement had a stamp on it indicating it had been reviewed by Ad Standards, would you be more confident that you could trust what you read?



Influencer Marketing
Steering Committee

Ad Standards Influencer Marketing Disclosure Guidelines

Members of the Influencer Marketing Steering Committee

Committee Members

#paid.
(Co-Chair)

CISION
(Co-Chair)

DULCEDO
MANAGEMENT

FAULHABER COMMUNICATIONS

FBC
FOOD BLOGGERS OF CANADA

INF
INFLUENCER AGENCY

influence
CENTRAL

influicity

InterFluence

IZEA

KIN
COMMUNITY

le slingshot

MADE IN

NATIONAL
Trusted Partner. Bold Thinking.™

shineinfluencers

STRATEGIC/OBJECTIVES
We make news.

STUDIO71

THE INFLUENCE
AGENCY
The Power To Move People

Veritas
influencing the influencers™

VIRAL
NATION

Ad Standards' mandate is to help industry to regulate itself and we're proud to be working with the influencer marketing sector to support this project.

The Do's and Don'ts of Disclosure

Upfront is best.

Disclosures are meant to provide transparency and honesty to all parties involved with the sponsored post.

Each of these best practices are intended to catch the viewer's attention and ensure the disclosure is clear, conspicuous, and broadly understood.



When in doubt, spell it out.

The guidelines are not intended to be prescriptive—as social media platforms and the speed of how trends and habits change will not keep up with any defined guidelines.

It is important to treat these as best practices and use judgement whenever including disclosures.



Guidelines as proposed by the Ad Standards Committee

—
Do:



Disclosures should be clearly communicated and use widely accepted disclosures



1) Context matters. Sometimes audio and visual disclosures may be needed to be clear.

2) Hashtags that have been recognized as clear and widely accepted include:

EN: #ad, #sponsored, #XYZ_Ambassador, #XYZ_Partner (where “XYZ” is the brand name).

FR: #pub, #commandité, #XYZ_ambassadeur, #XYZ_partenaire.

For gifted items: #giftedproduct, #produitreçu.

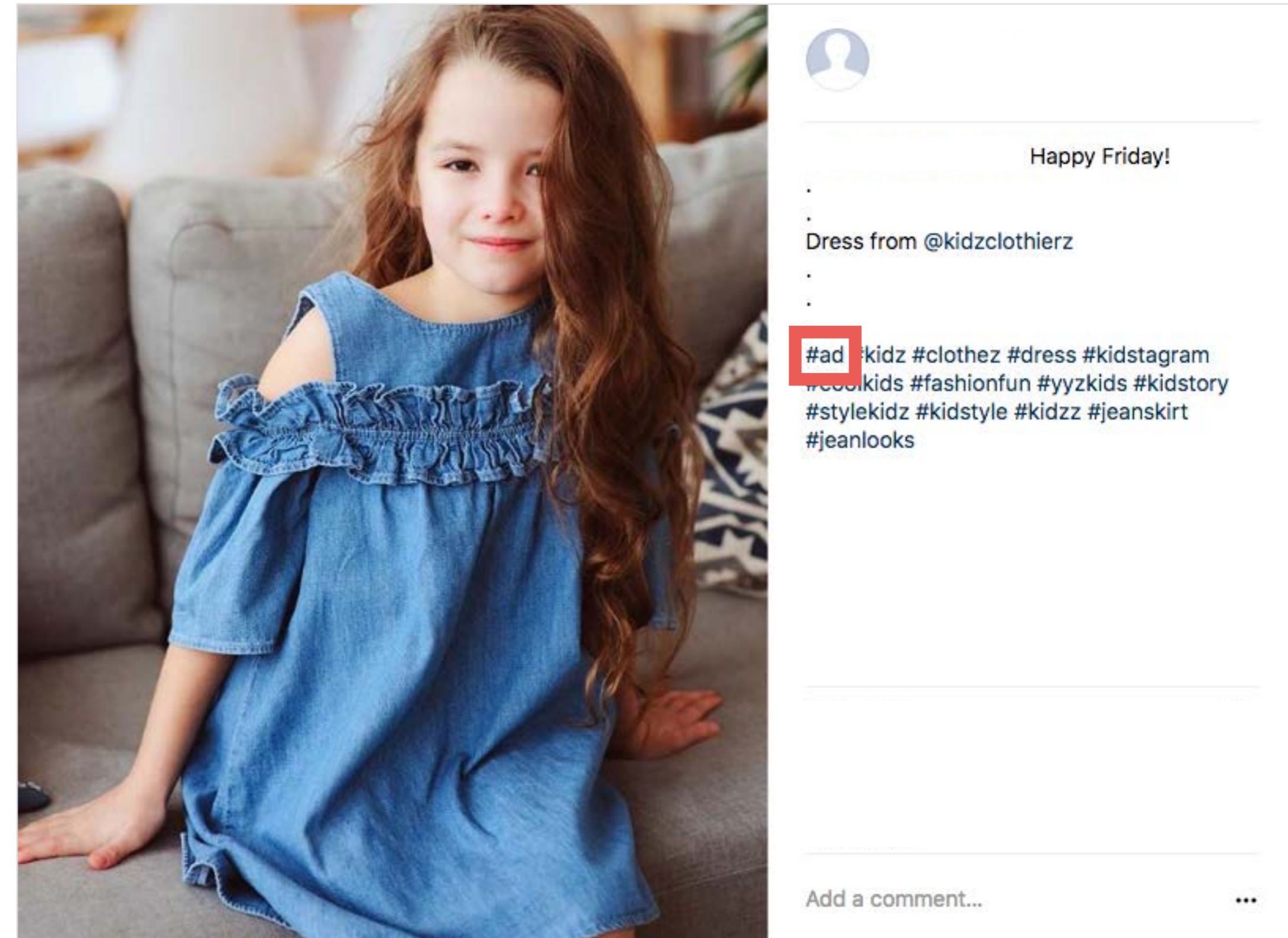
3) Disclosures can also be made through natural language:

“I’m excited to be working with X Brand on the launch of product Y.”

—
Don't:



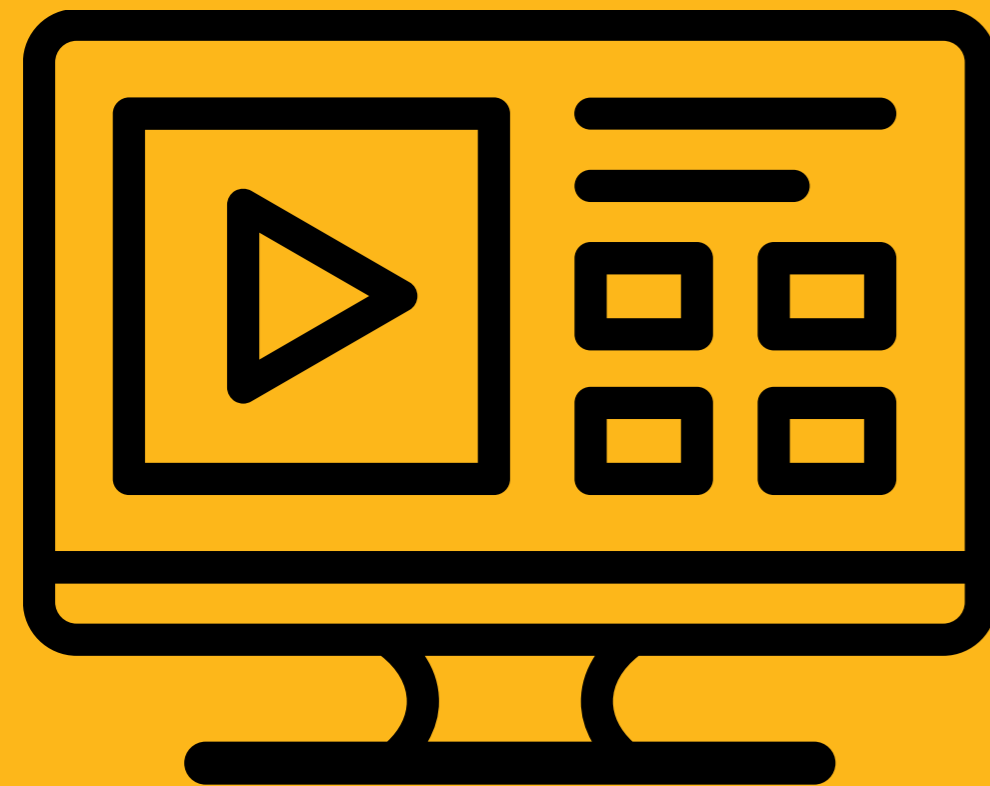
Hidden Disclosures



—
Do:



Disclosures should be upfront and identifiable disclosures in videos



GET SPRING BREAK BODY READY | Workouts & Skincare
3,216 views 110 likes 12 comments SHARE

Published on Feb 18, 2018 SUBSCRIBED 195K

My goal for spring break and vacations are just around the corner so I partnered up with NIVEA Canada to show ya'll how to get your body ready! Workouts and skincare to make it so soft and so ready. #SpreadTheSoft

▶▶ LET'S BE FRIENDS
▶ Instagram:
▶ Twitter:
▶ Facebook:

This video is sponsored by NIVEA Canada. All my opinions are 100% honest!

Category: Howto & Style
License: Standard YouTube License

—
Don't:



**Blanket Disclosures
cannot be used in
lieu of disclosures
with each content**



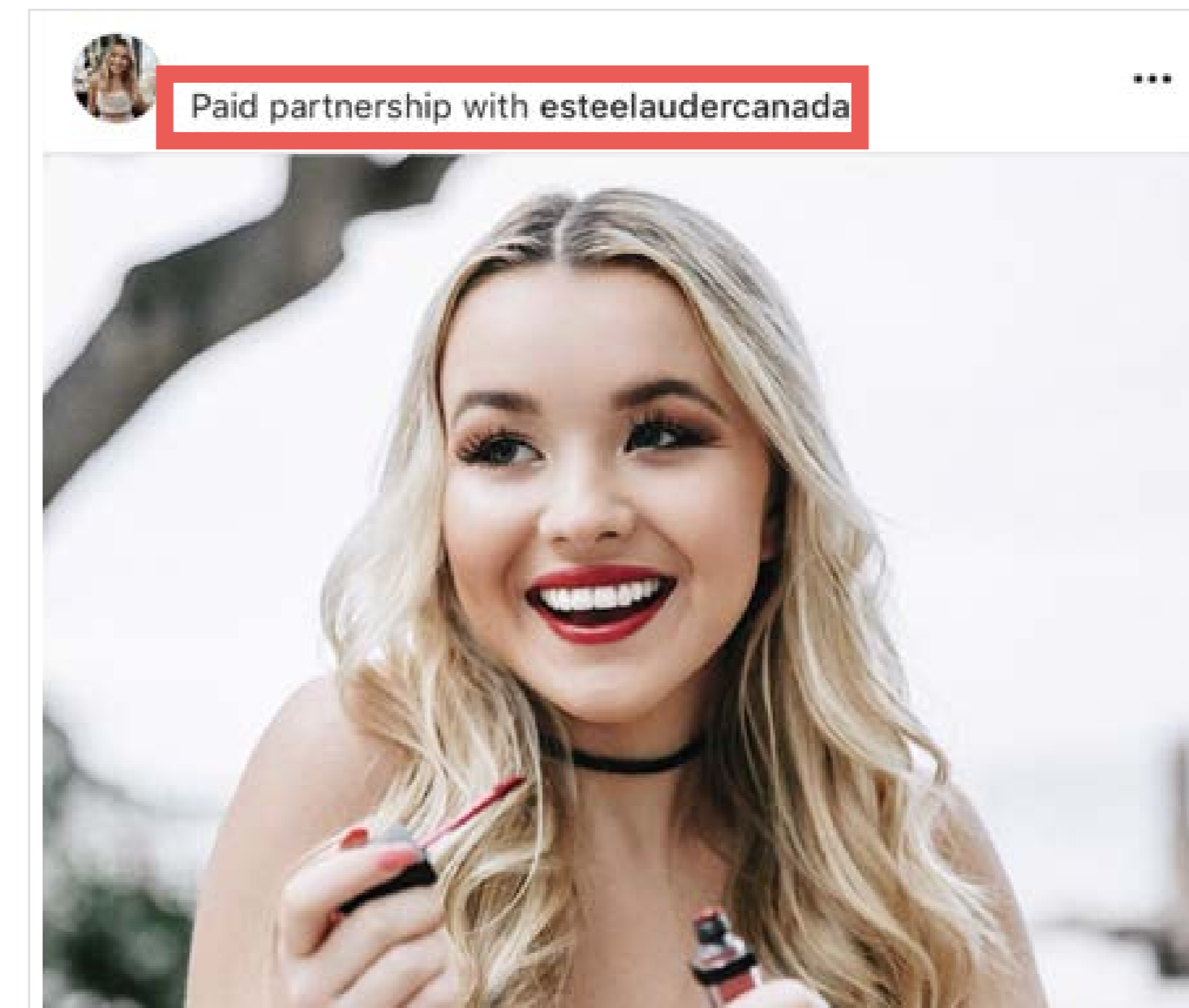
“

Where I have received monetary compensation... I attempt to make this as clear as possible on my social media channels, the abbreviated nature of a medium may impact my ability to do so.”

—
Do:



Disclosures should be independent of social media networks or channel-specific settings



—
Don't:

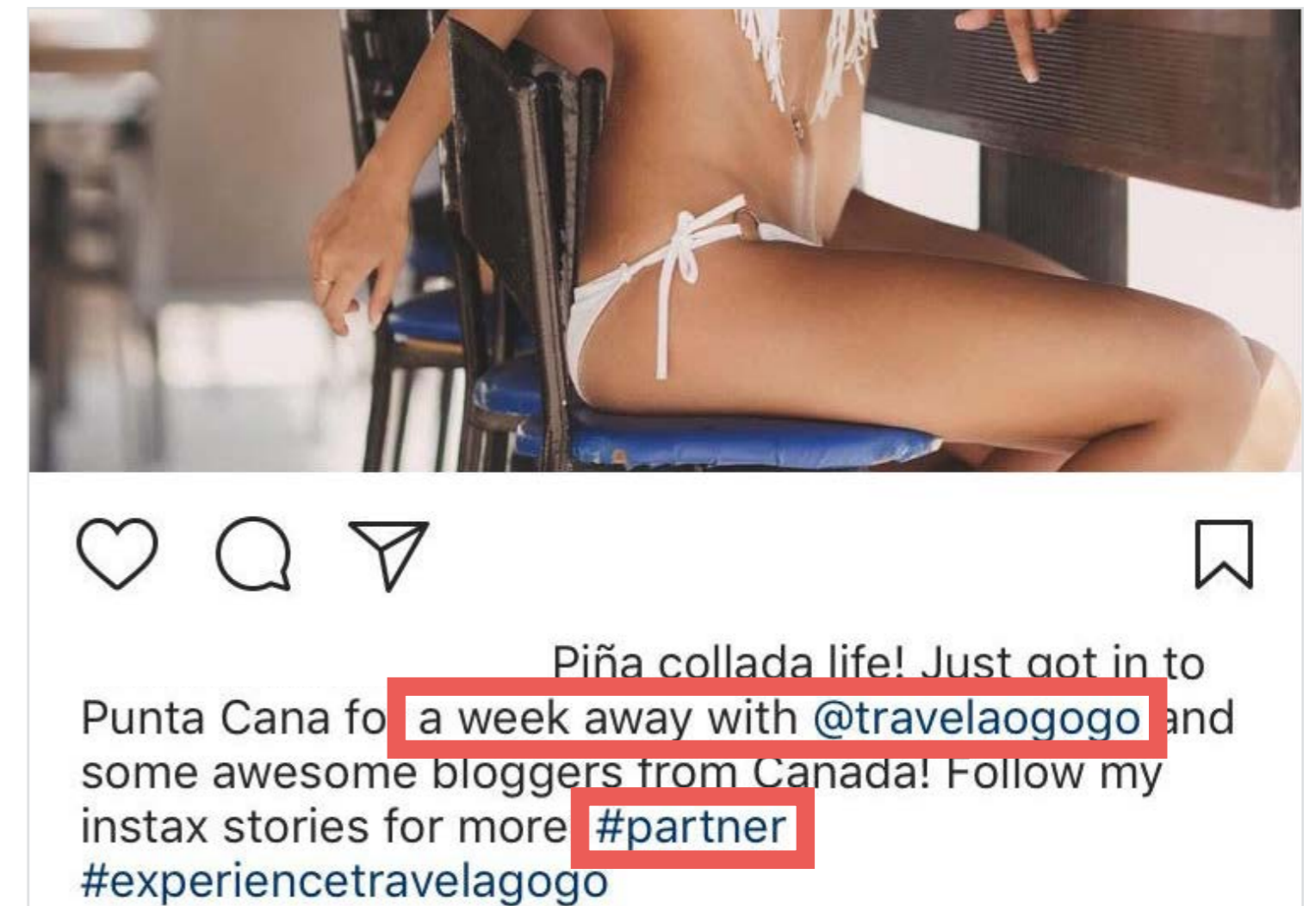


Ambiguous Hashtags or phrases

Other unclear hashtags include:

#Ambassador, #Partner, #Spon,
#PR, #Promo, #PRHaul, #Brand,
#Collab, #sp.

or fabricated hashtags, “Thanks
XYZ”, or unclear language.



—
Do:



**Disclosures
should be made in
the language of
the endorsement**



**The disclosure should be
in whatever language the
endorsement is made.**

**If the content and captions
are in French, disclosures
in French.**

**If the content is in English,
the disclosures should be
made in English.**

Do I Need To Disclose?

Do I Need to Disclose?

Gifted items

“I was gifted an item from a brand for me to try out, but there wasn’t an agreement or obligation for me to post about the brand or product.”



Yes, disclosure is required.

Do I Need to Disclose?

Experiences / Events

“I got invited to a private event by a brand to see some of their new products.”



Yes, disclosure is required.

Do I Need to Disclose?

Non-contractual brand mentions

“I’m doing a photoshoot with a brand and want to show my followers a sneak peek of me on set with the brand.”



Yes, disclosure is required.

Do I Need to Disclose?

Paid, but genuine endorsements

“Sure I’m getting free products from the brand, but I REALLY like them and would post about them even if I wasn’t paid.”



Yes, disclosure is required.

Do I Need to Disclose?

Replies or Direct Messages to a “follower”:

“One of my followers asks me questions about the brand I just posted. Do I need to include disclosures in my reply?”



No, disclosure is likely not required.

Do I Need to Disclose?

Testimonials with no material connection:

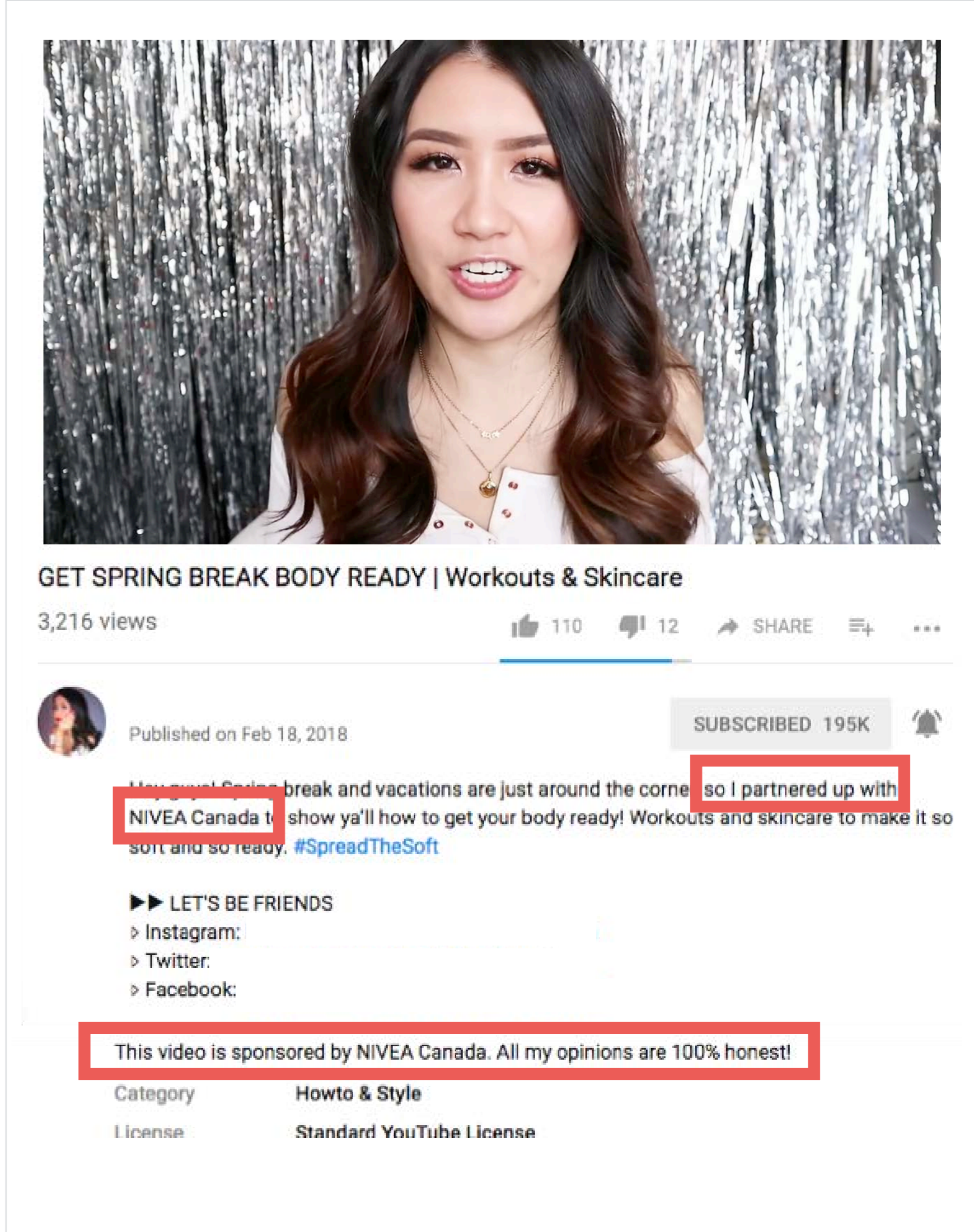
“I didn’t receive any product, compensation, or experience from the brand, but I want to endorse a product.”



No, disclosure is likely not required.

Examples

YouTube



GET SPRING BREAK BODY READY | Workouts & Skincare

3,216 views 110 12 SHARE

Published on Feb 18, 2018 SUBSCRIBED 195K

My goal for spring break and vacations are just around the corner so I partnered up with NIVEA Canada to show ya'll how to get your body ready! Workouts and skincare to make it so soft and so ready. #SpreadTheSoft


▶▶ LET'S BE FRIENDS

- ▶ Instagram:
- ▶ Twitter:
- ▶ Facebook:

This video is sponsored by NIVEA Canada. All my opinions are 100% honest!

Category	Howto & Style
License	Standard YouTube License

YouTube



Includes paid promotion

What's In My Chanel Backpack?

16,814 views

126 11 SHARE

Published on Oct 3, 2017

SUBSCRIBE 195K

Hey guys! Here's a peek into what's in my new Chanel backpack that I got in Japan. Filled with stuff that I take with me on a long, busy day, to keep me feeling refreshed!

Check out Cottonelle: <http://bit.ly/2jHQ6Gf>

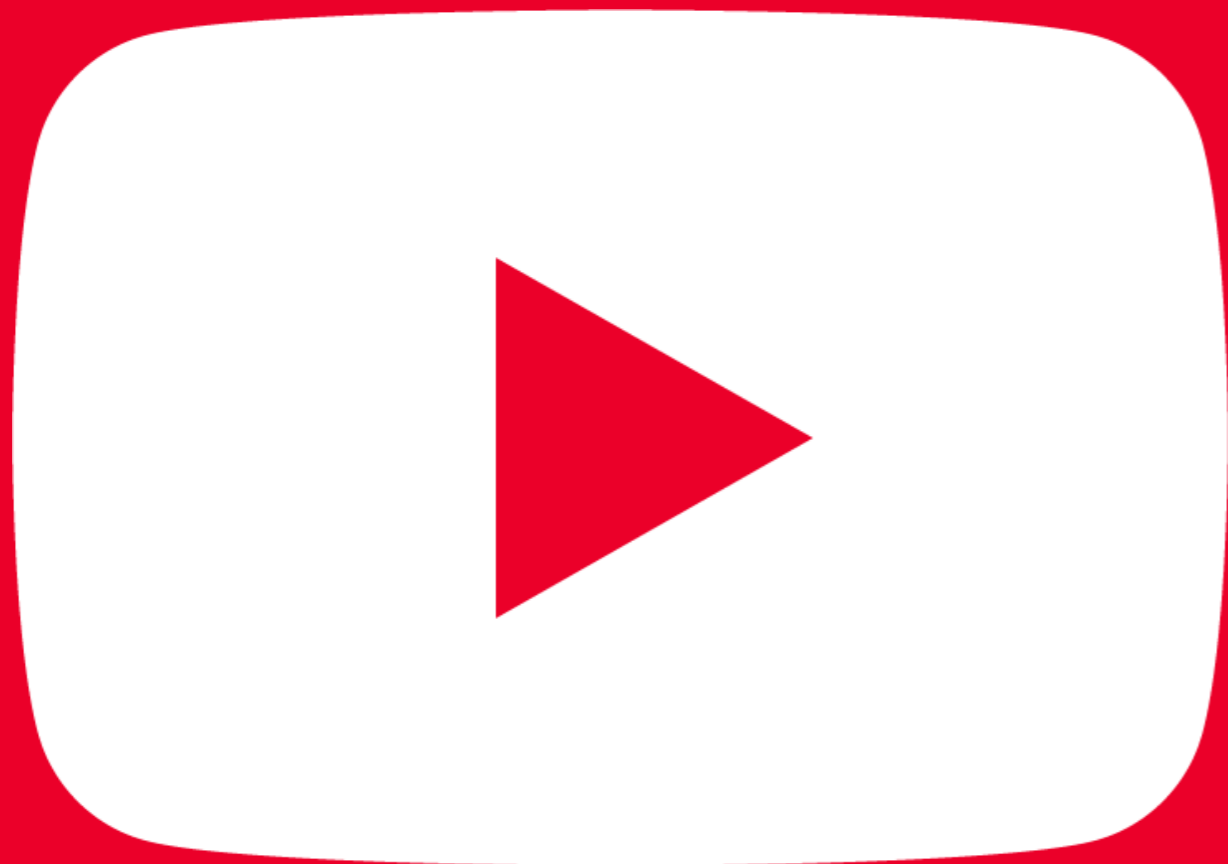
▶▶ LET'S BE FRIENDS

- ▶ Instagram:
- ▶ Twitter:
- ▶ Facebook:

This video is sponsored by Cottonelle. All my opinions are 100% honest!

Category	Howto & Style
License	Standard YouTube License

YouTube



EASY DINNER RECIPE Mac & Cheese Bites

23,953 views

61 29 SHARE



Published on Sep 22, 2017

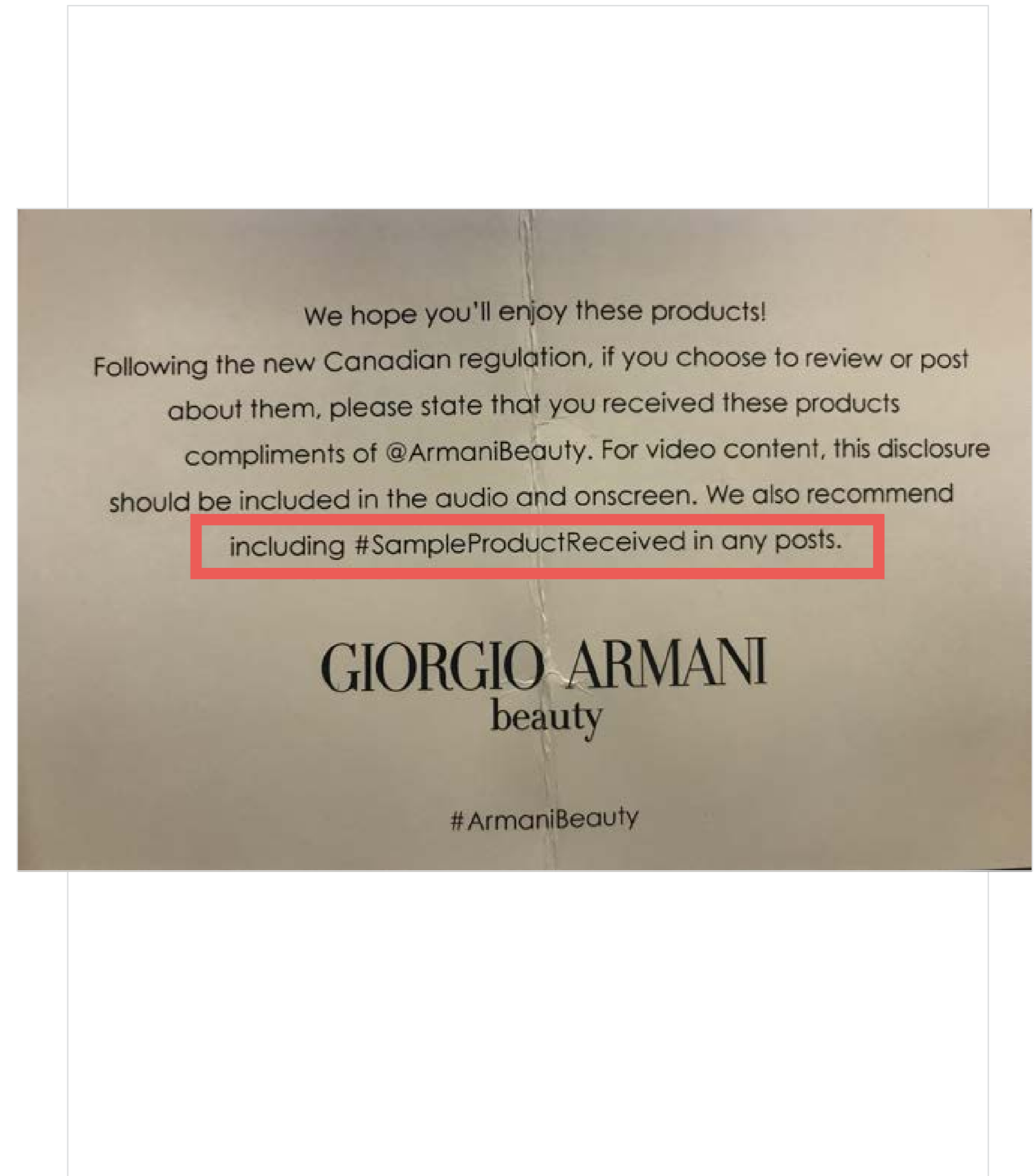
SUBSCRIBE 4.4K

We want everyone to win at dinner so we've teamed up with Campbell's to create quick and simple recipes like these tasty Mac & Cheese Bites! They're perfect for the entire family, even your pickiest eater will love them. So pick up a can of Campbell's Condensed Cream of Bacon Soup and get ready to get cooking! #cookwithcampbells #windinner #ad or more information and recipes, click HERE: <http://bit.ly/2xeKuGA>.

Instagram: Gifted Product



Instagram: Gifted Product



Instagram: Events



Instagram: Paid Collaborations



 Paid partnership with [esteelaudercanada](#) ⋮



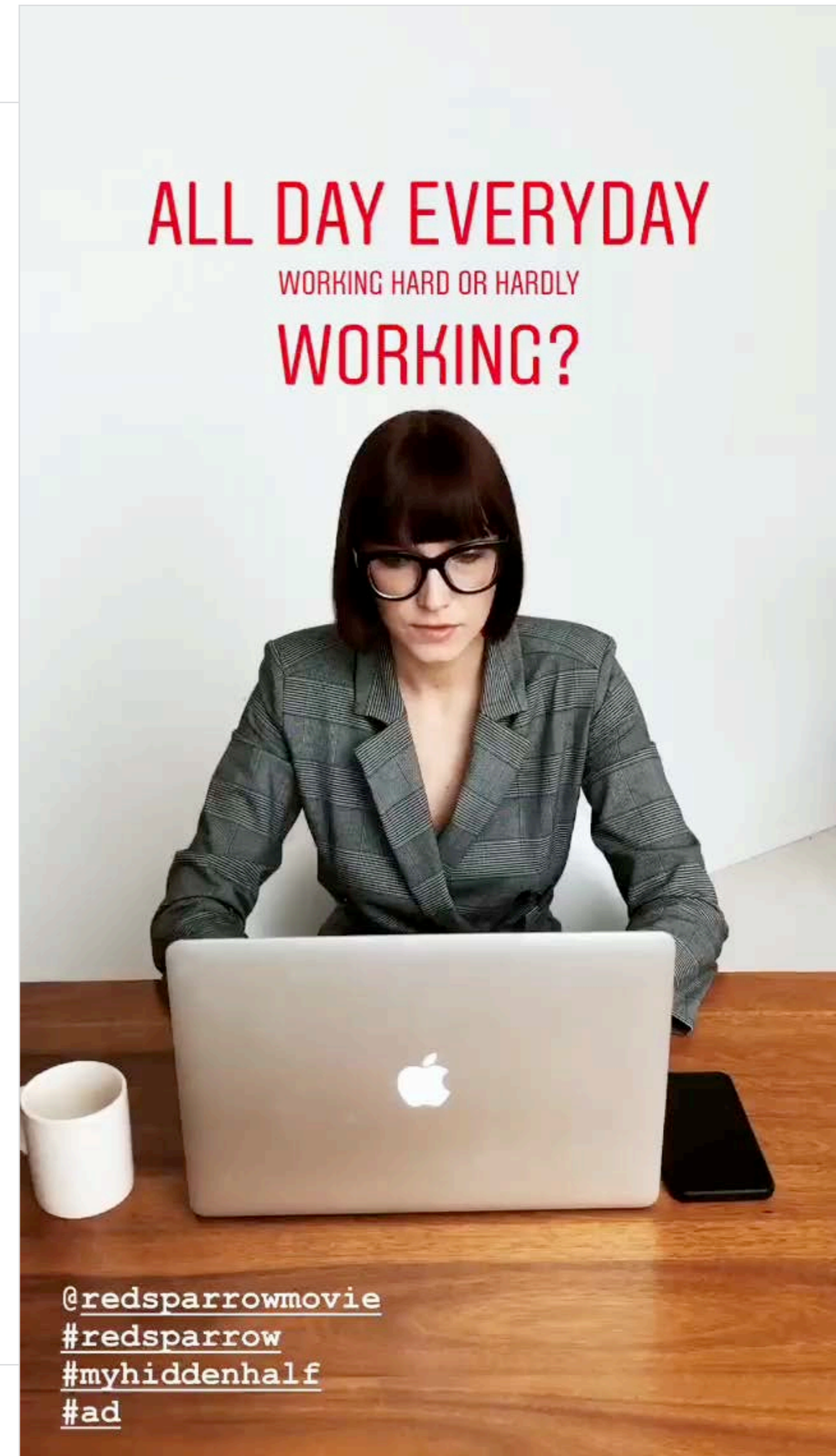
♡ 💬 📍 📌

Liked by 7,972 others

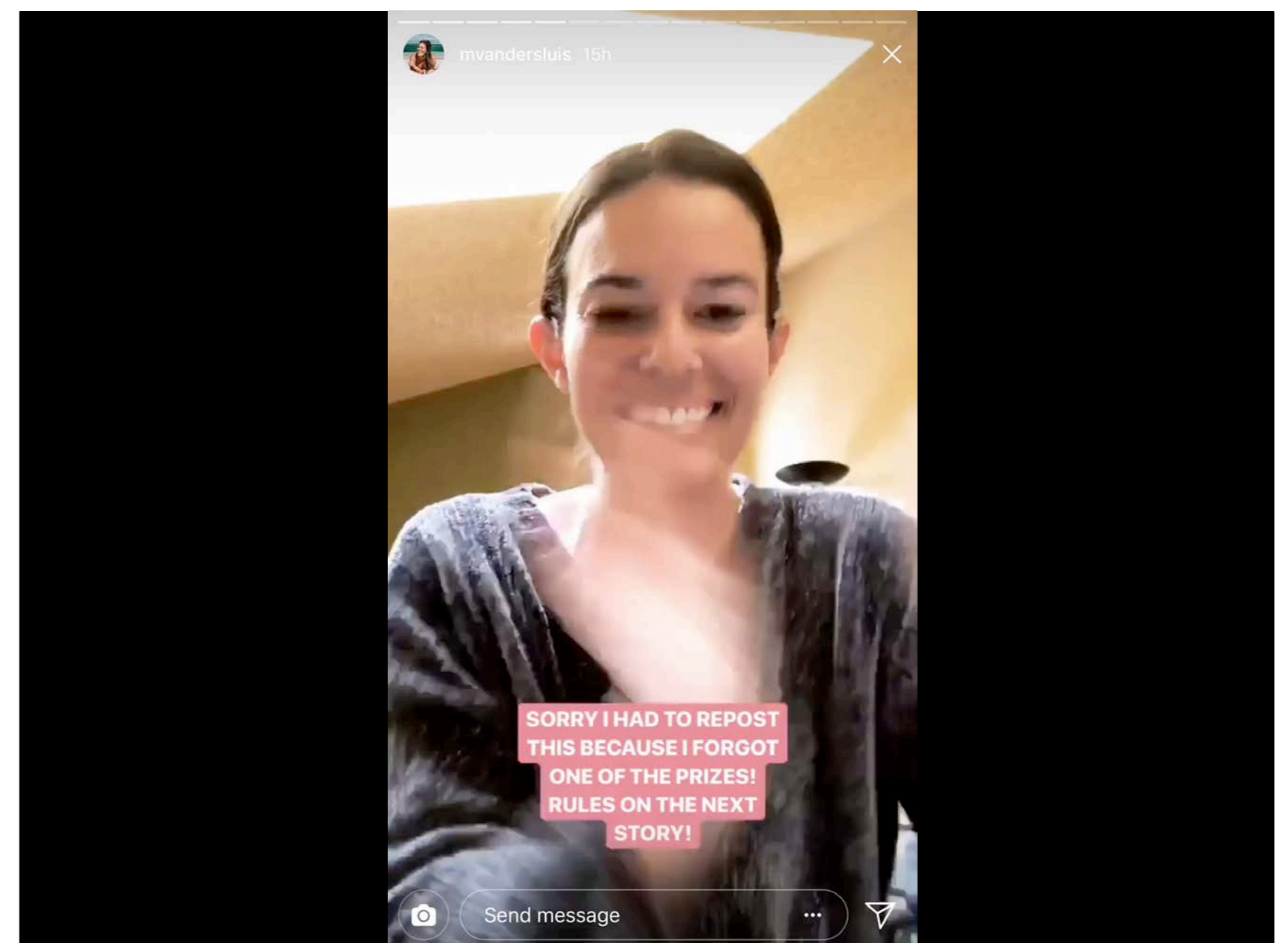
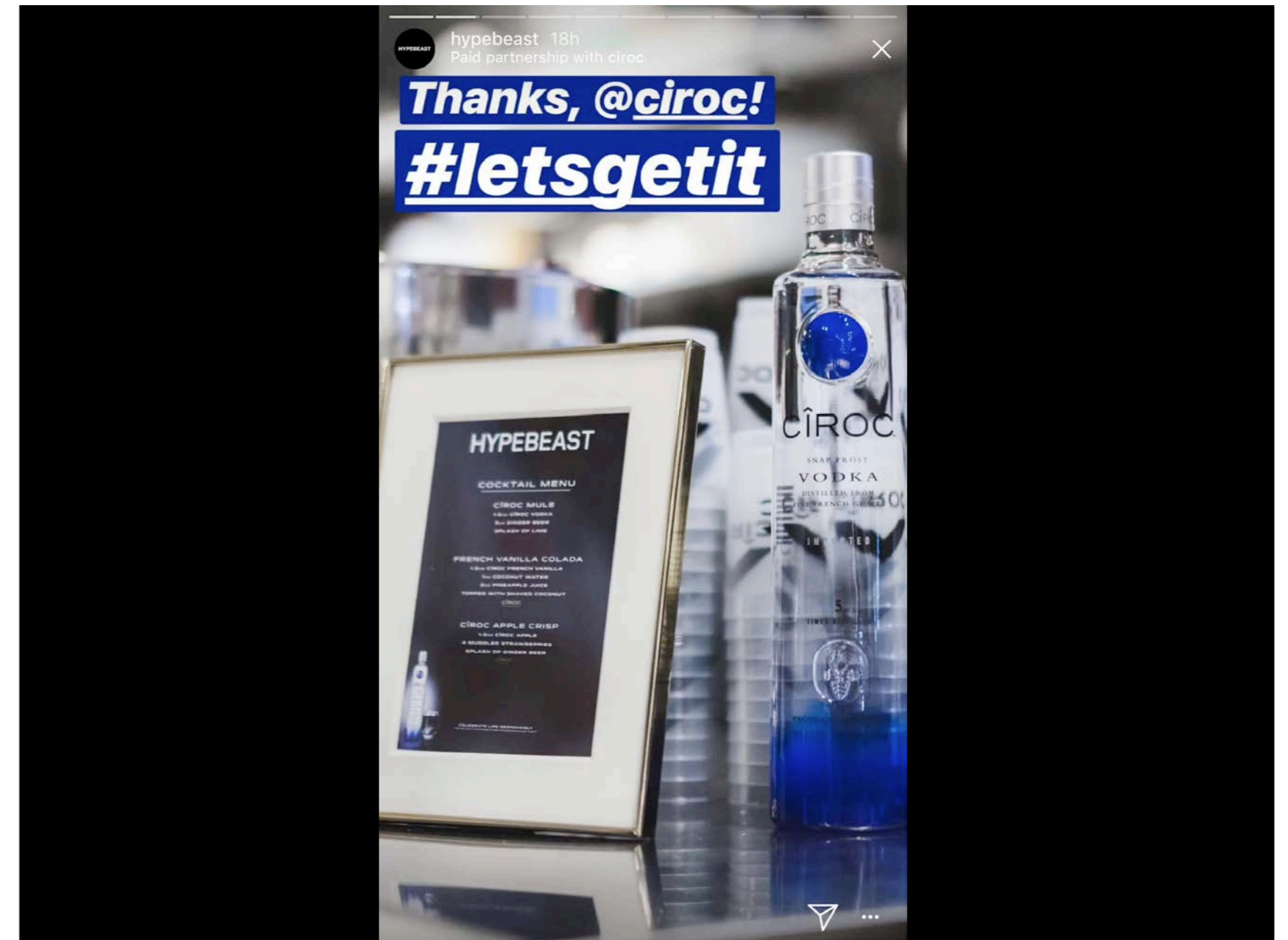
#ad Love comes in many shapes and forms, and makeup has always been a serious love of mine... ❤️ This year, to celebrate Valentine's Day I wanted to share my love for cosmetics and #GIVEAWAY the brand new Estée Lauder Pure Color Envy Paint-On Liquid Lipcolor! All in celebration of the LAUNCH of [@esteelaudercanada](#) 🎉 Want to re-create this perfect lip? Here's how to WIN:

1. Follow [@esteelaudercanada](#)
2. Follow @
3. Tag two besties who would rock the Estee Lauder Paint on Liquid Lip!

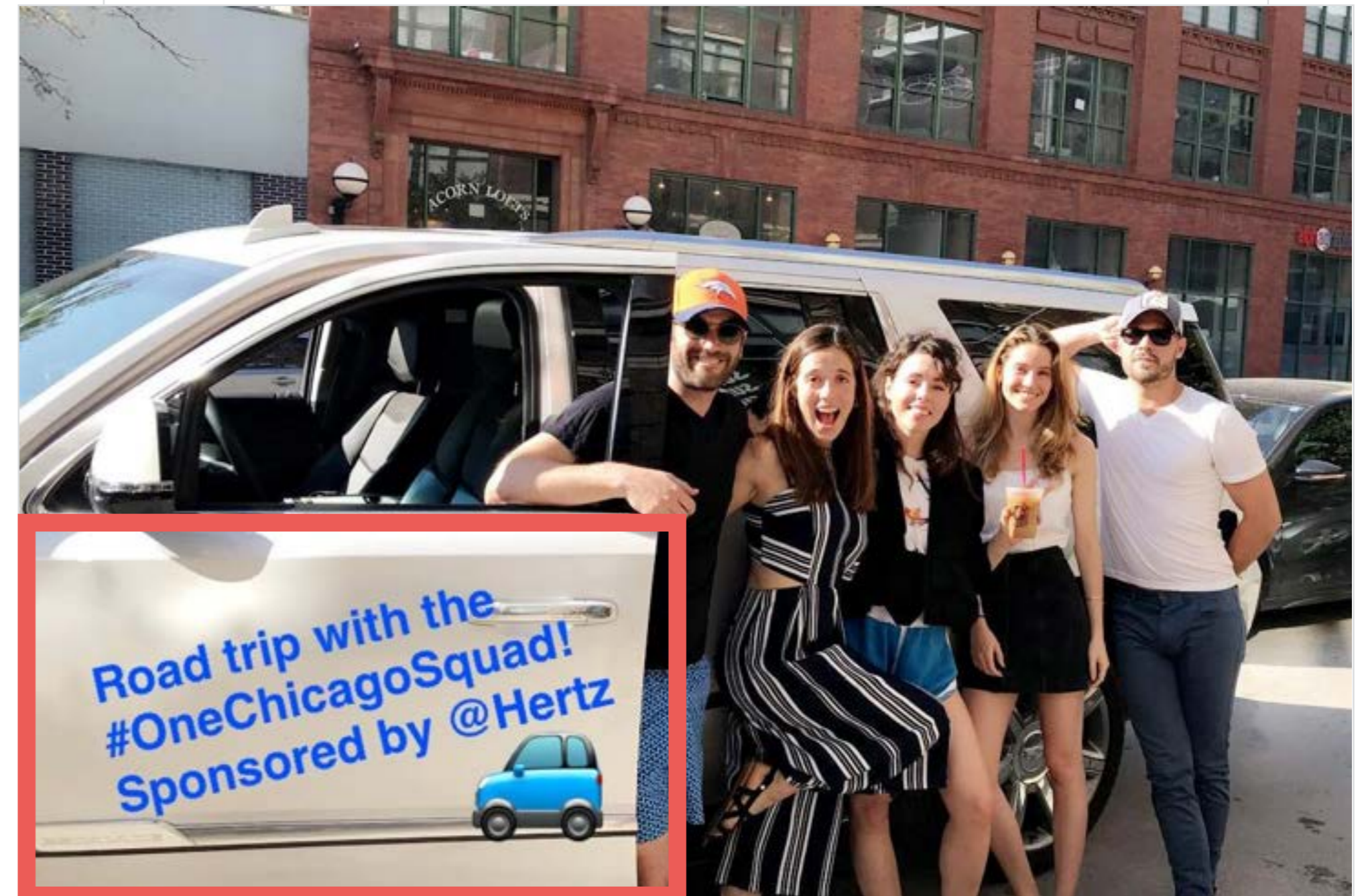
Instagram:
Stories



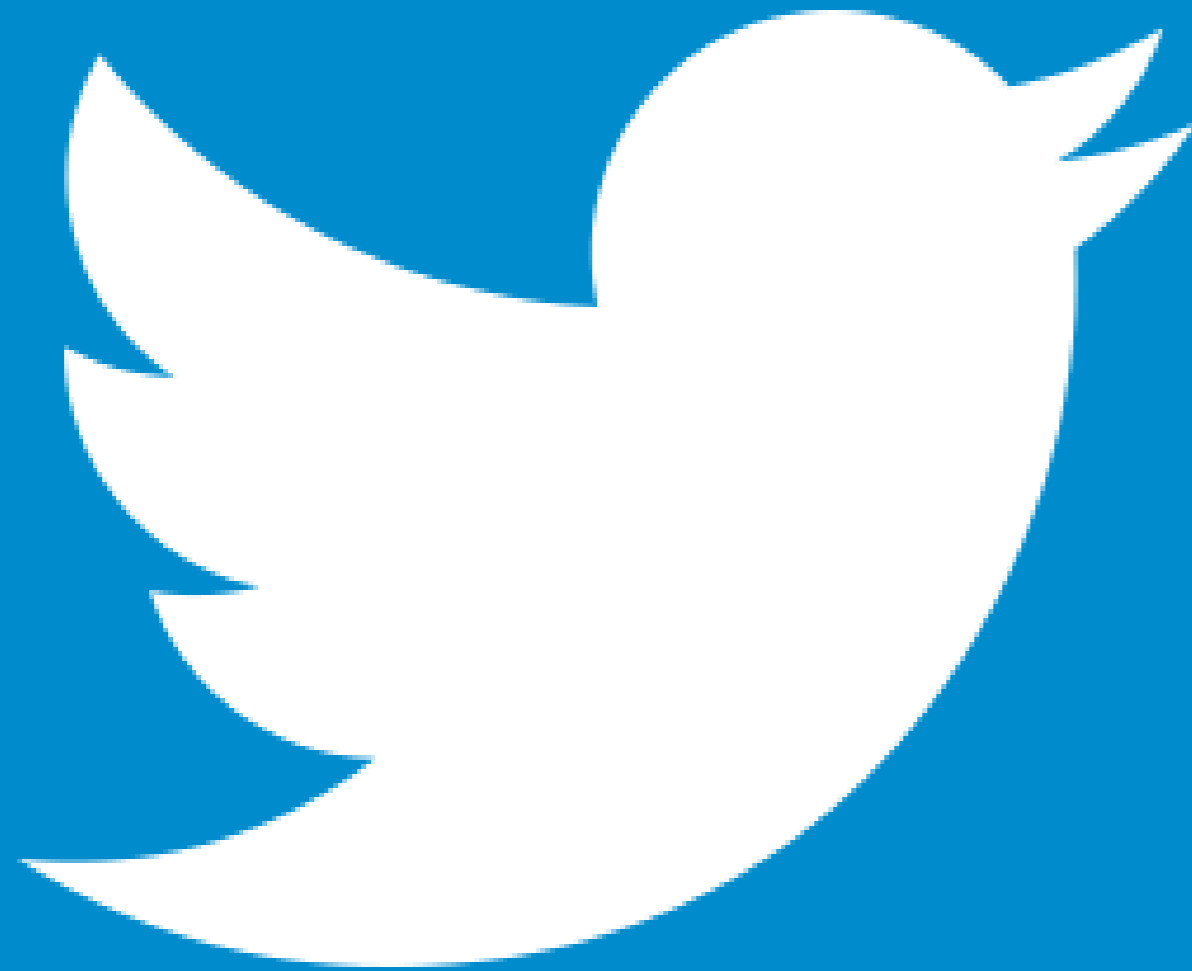
Instagram: Stories




— Snapchat




Twitter




 [Follow](#)

#AD Creating a Goldfish Tale was the perfect Saturday activity to do with our kids! Find out how to make your own. ooh.li/dda9af6
[#GoldfishTales](#) [@GoldfishSmiles](#)



9:22 AM - 15 Mar 2018

50 Retweets 10 Likes 

 [Follow](#)

New vid is LIVE! Watch me put a new twist on my Mini Eggs Mega Cake using honey & lavender infused coconut cake, chopped Mini Eggs & colourful buttercream! 😊

#sponsored bit.ly/EasterMiniEggs...



11:08 AM - 6 Mar 2018

8 Retweets 40 Likes 

2 8 40 



QUICK AND EASY PEACH SALSA



California Cling Peaches
www.californiaclingpeaches.com



Salsa from scratch during winter can seem like a tough order to fill but it doesn't have to be! This quick and easy peach salsa recipe takes advantage of canned peaches and citrus season to bring sunshine to your snack table.



This post is sponsored by California Cling Peaches. You can follow California Cling Peaches on Facebook, Twitter and Pinterest for more canned peach recipe inspiration!

Salsa is one of those recipes that's so incredibly easy to make on your own and that's really hard to screw up. Which is why this peach salsa recipe is a perfect one to have on hand year round - whether it's for game day snacks or to liven up an omelette or give an extra little zip to a pork chop.

Learn More

For further reading, please see:

www.adstandards.ca

> Go to Library (on the top right toolbar).