

EASA: PROTECTING CONSUMERS and FOSTERING RESPONSIBLE AD INDUSTRY through SELF&CO-REGULATION in EUROPE

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27 self-regulatory organisations covering 25 countries

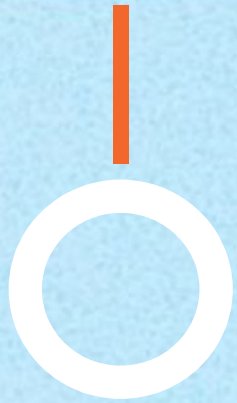




13
industry
organisations
representing
advertising
value chain



— Ads seen by
96%
of the EU population are
covered by self-regulation



How does ad self-regulation work?



— ○ What is the role of EASA?



SR DEVELOPMENT & COORDINATION

Supporting coherent, dynamic and strong SR network.
Coordinating cross-border complaints and dissemination of best practice.



POLICY

Ensuring development of ad self-regulation as a policy tool effectively complementing regulatory framework



PROJECTS & SERVICES

Facilitating compliance with industry commitments.
Overseeing pan-European monitoring exercises.

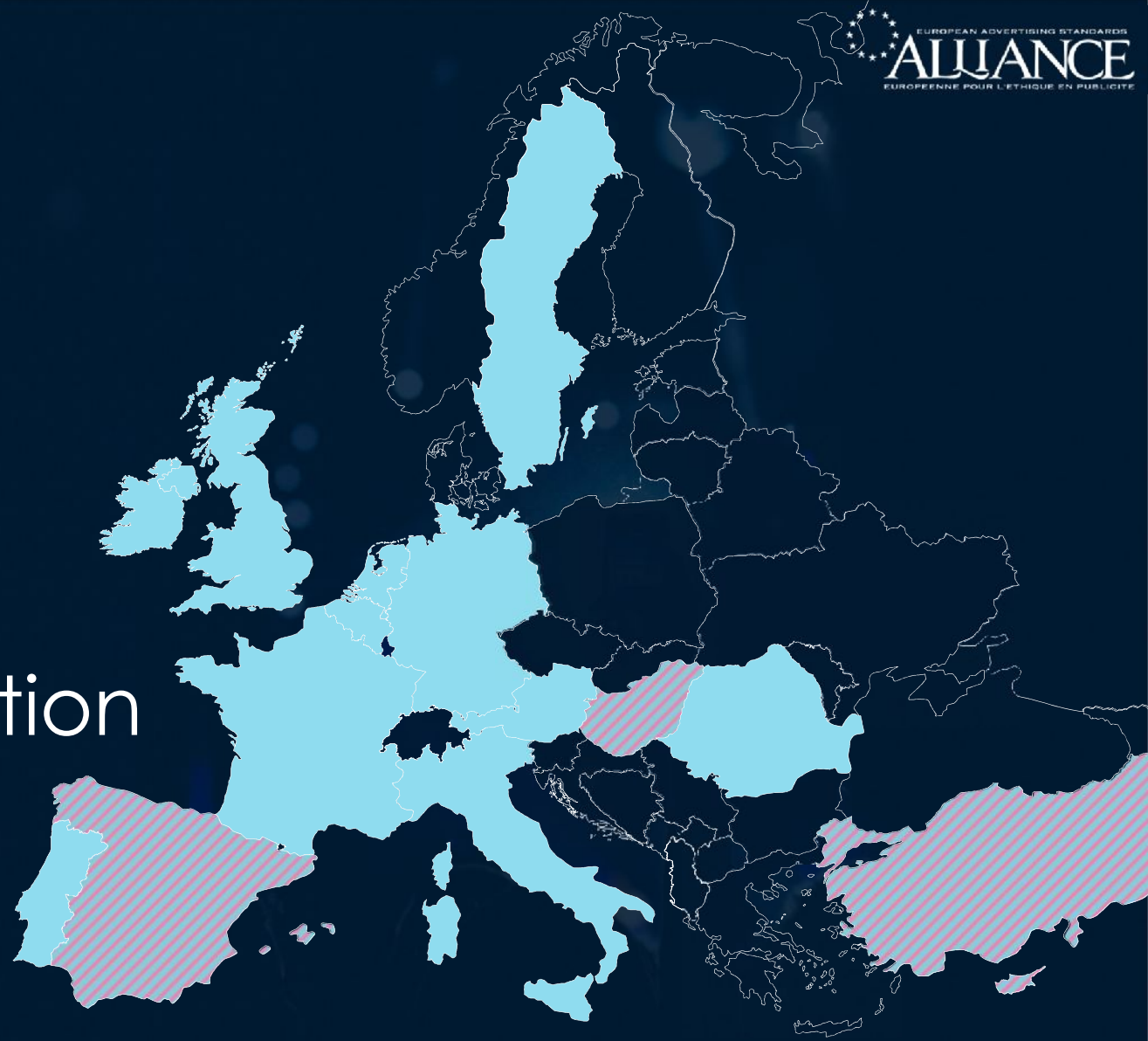
○ 2008: EASA's
○ Best Practice Recommendation
○ on **Digital Marketing Communications**



“Digital marketing communications are subject to all the existing rules of the SRO's advertising code, as is the case with marketing communications in traditional media”

○ 2008: EASA's
○ Best Practice Recommendation
○ on **Digital Marketing Communications**





2018: EASA's Best Practice Recommendation on **Influencer Marketing**



— 90%

**of marketers agree that
brands and influencers need to take
transparency more seriously
to be sustainable ***

*1173 marketing specialists (UK & US)
Source: Influencer Intelligence 2019 report

Content of a post generated:

- **in exchange for payment** or other reciprocal arrangements and

- under form of **control of the brand**

→ needs to be **clearly identified as marketing communication**

APPROPRIATE DISCLOSURE

#ad
#publicite
#werbung
#sponsored
#διαφήμιση
#реклама
#reklam
#paid
#gift
#pub

RELATIONSHIP with BRAND

editorial control
payment
remuneration: products / services
gifts / free invites
brand ambassador

IDENTIFICATION

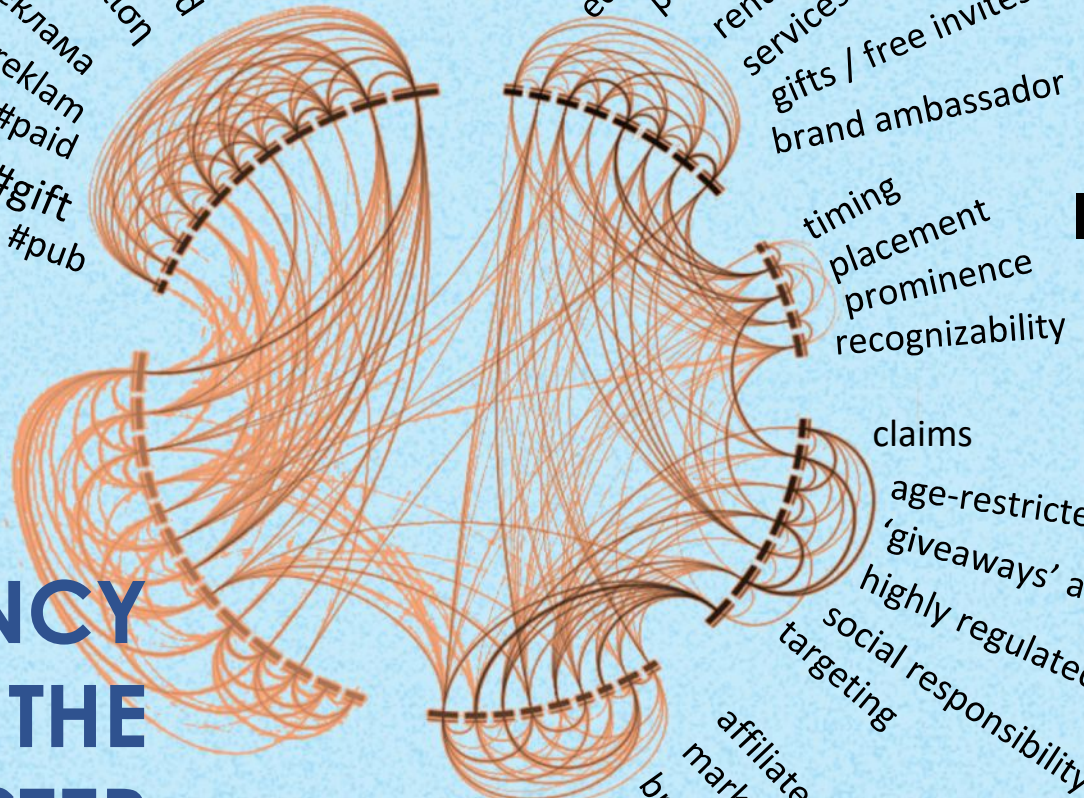
timing
placement
prominence
recognizability

OTHER RULES

claims
age-restricted products
'giveaways' and prize draws
highly regulated sectors
social responsibility
targeting

TRANPARENCY IS ONLY THE FIRST STEP

own ads
space
paid-for
brand promotion
affiliate marketing
TYPE of AD





Examples of Influencer Marketing cases



mebecomingmum [S'abonner](#)

77 J'aime 2 j

I have written 4 ten ☐☐ ways that I have noticed my eldest daughter growing up too fast 📧 (link in my bio). One 📌 of these is the fact that she is now able to play with 3+ toys like the awesome @animaljam range from @jazwares.

She loves ❤️ the little igloo houses although I have to keep an eye 👁️ on her as Little L 🧒 is too young to be involved with the play.

mebecomingmum #ukparentblogger #mamabloggers #parentingbloggers #mummybloggeruk #mummybloggersuk #bloggingmama #blogginglife #mebecomingmum #newblogpostup #readmyblog #readmywriting #prfriendly #pr #review #productsample #ad #productreviews #sp #sponsored #sponsoredpost #toddletime #thesepreciousmoments #thesespecialmoments

Connectez-vous pour aimer ou commenter. ⋮



France



 **laurielauriane** • Abonné(e)
Partenariat rémunéré avec laredouteinteri...

laurielauriane CONCOURS • Je sais que vous aimez beaucoup ma coiffeuse, alors avec @laredouteinterieurs nous avons eu l'envie de vous gâter et de vous offrir 200€ de bon d'achat, pour la commander par exemple ? 😊 Pour participer, il vous suffit d'être abonné à nos comptes @laredouteinterieurs & @laurielauriane, et de laisser un commentaire sous cette photo en mentionnant deux amis. Résultat du concours mercredi soir à 20h, sous cette même photo. Bonne chance !
🌟#collaboration #giveaway ////////////// Bravo @heloisebod tu es la gagnante du jeu ! 😊
|||

Charger d'autres commentaires

camille_sabas @quillaume.bonnefoi @vir13

heloisebod Merci je suis trop contente!!! ❤️
❤️ merci @catherineazinheirinha grâce à toi !!

4 008 J'aime

19 NOVEMBRE

Ajouter un commentaire...



Italy

- Targeting kids with inappropriate product promotion
- Irresponsible advertising

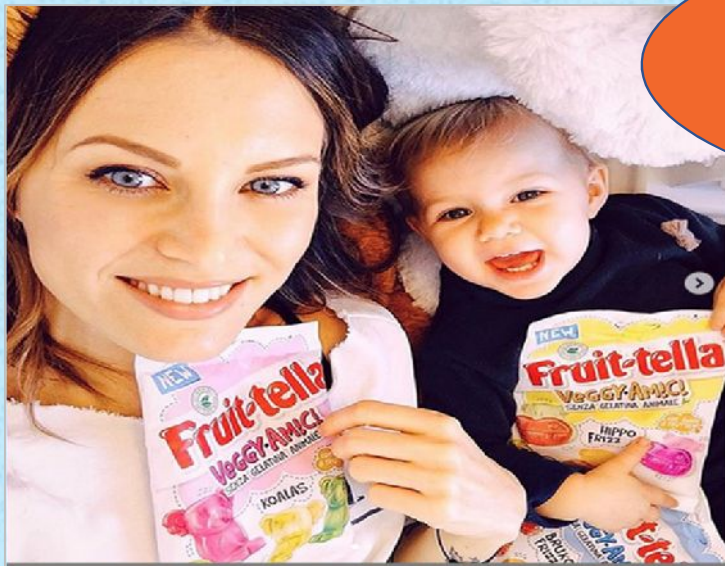


stefanianatali • Segui
Veneto

stefanianatali Ecco qui due ladruncoli all'opera, scoperti poi fanno anche finta di niente! Ma come dargli torto? La nuova linea senza gelatine animali di Fruittella fa gola a tutti, grandi e piccini; e io con Fruittella mi sento tanto tranquilla: solo aromi naturali, no coloranti artificiali e succo di frutta) che ogni tanto mi piace concedere ai bimbi qualche "peccato di gola" ovviamente sotto il mio controllo. Le nuove Fruittella oltre ad essere gustose sono anche divertenti grazie alle loro forme simpatiche. La linea comprende tre referenze: - Koalas: ai gusti lampone, ananas e limone - Hippo Frizz: ai gusti mela, fragola, limone - Bruko Frizz: ai gusti tropical, lampone, mela, limone. Noi le abbiamo provate tutte, io soprattutto 😊😊 #fruitytella #fruitytellaformums #natura #ad

Tengo a precisare che la foto è a scopo illustrativo perché queste caramelle sono adatte a bimbi più grandi.

Carica altri commenti



"the photo is for illustrative purposes only because these candies are suitable for older children"

io faccio scelte che... tempo per me e la mia famiglia... Fruittella possiamo concedere qualche peccato di gola in più ai nostri bimbi con più serenità! Non vedevamo l'ora di aprirle...con queste forme così simpatiche e colorate, che dire...Evviva Fruittella!

#fruitytella #fruitytellaformums #adv

Carica altri commenti

stefy_bianco
@denisearmani_lamarzietta82 si

👍🗨️👆🔖

Piace a 273 persone

4 DICEMBRE 2018

Aggiungi un commento...



UK

- Unauthorised health claims
- Weight loss claims
- Irresponsible advertising



Instagram

5,522 likes

officialkatieprice #ad Getting loads of questions about the @boombod program and how I like it, and it's no secret. I can't get enough of it! Quick & easy weight loss is great, but doing it in a healthy way is key. These shots have a bunch of vitamins, use a clinically proven natural fibre, contain zero laxatives, and most importantly... they give results EVERY time! Definitely recommend checking them (and their new flavours!) out. P.S. They brought back their BOGO FREE on the original Blackcurrant flavor! Get yours before they sell out.

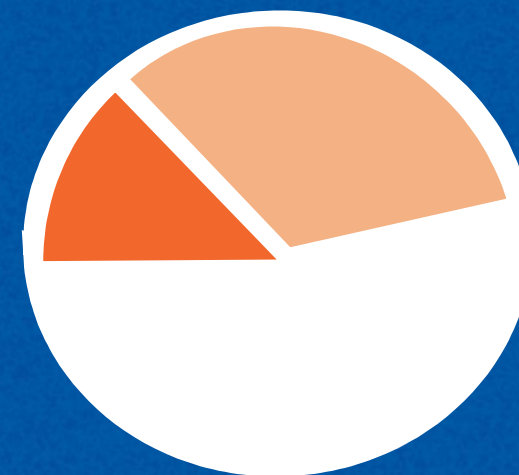
2017



74%

of Instagram posts
that seem to be a
commercial
collaboration and didn't
indicate it in any way*

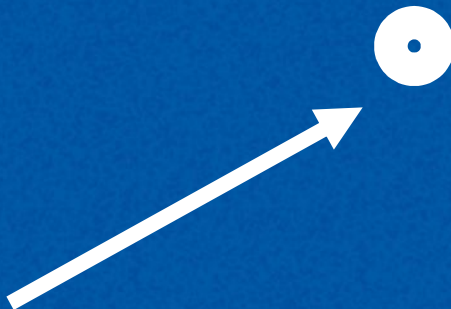
2018



12%

33% identified but not
instantly / not explicitly

* Source: French SRO ARPP's Observatory of advertising digital practices:
Monitoring on influencers 2017 and 2018

A white arrow pointing from the bottom left towards the top left of the percentage figure.

235%

increase in number of posts on Instagram,
Twitter and Facebook
in Italian that claim to be sponsored in 2018



FUTURE CHALLENGES for INFLUENCER MARKETING



+320 New platforms and
influencer marketing focused
agencies in the last 12 months

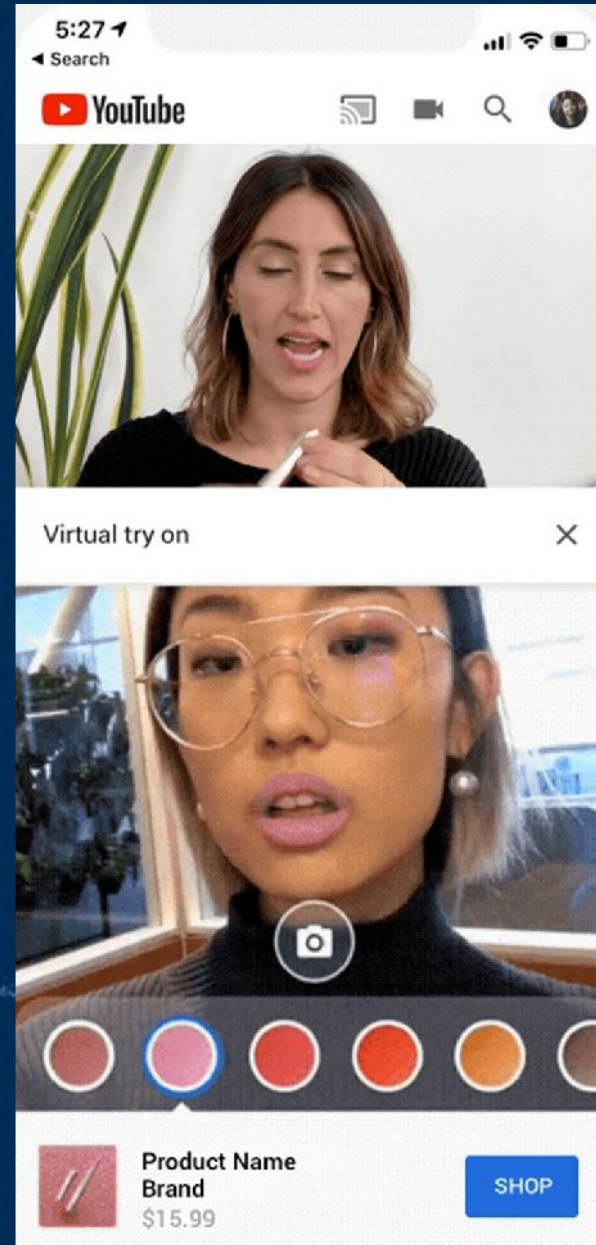
GROWING ECOSYSTEM



NEW TECH SOLUTIONS

YOUTUBE ROLLS OUT AUGMENTED REALITY, VIRTUAL TRY-ONS FOR MAKEUP BRANDS, INFLUENCERS

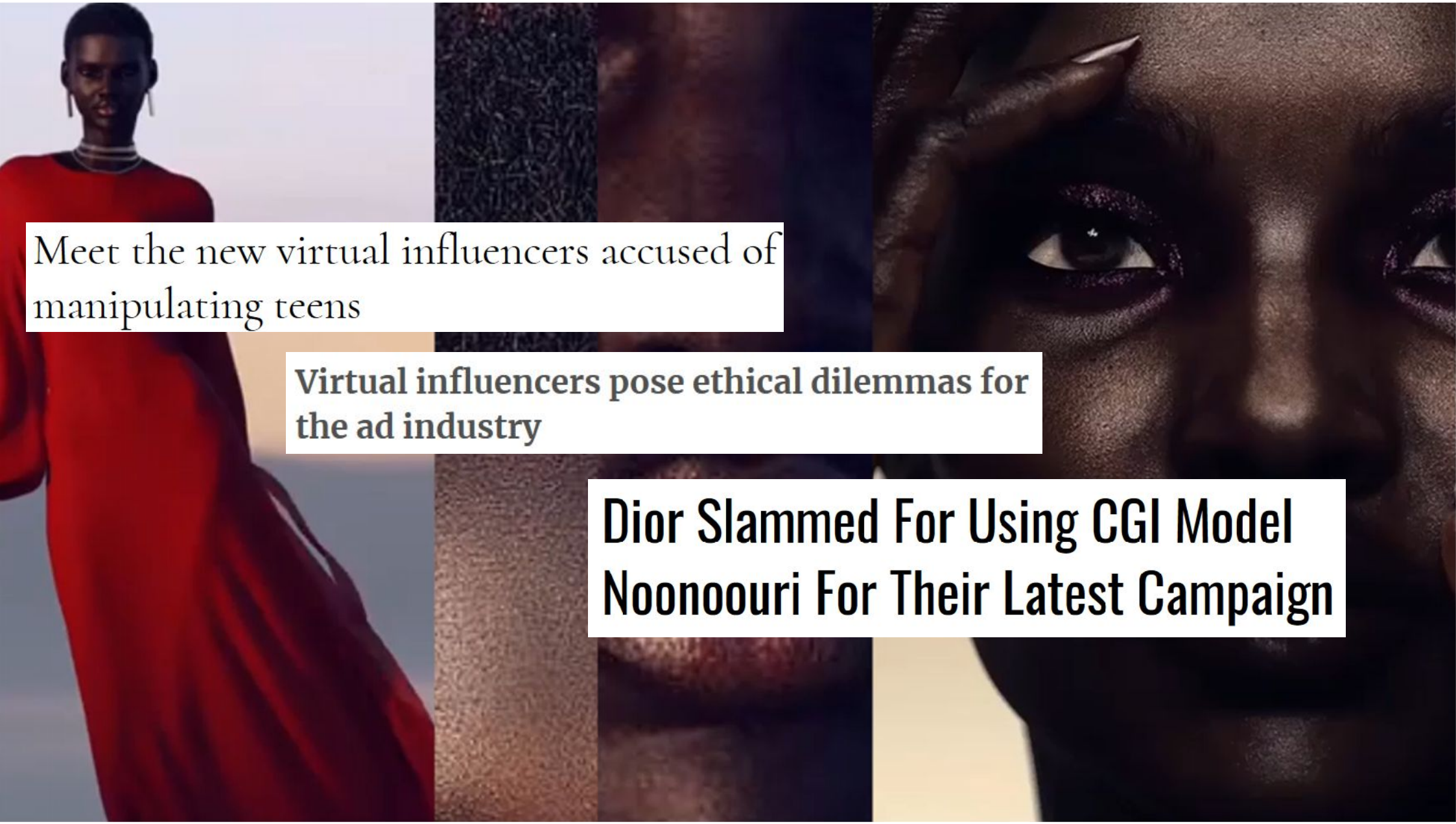
The Google-owned video platform launches an AR program that matches brands with influencers and lets viewers test products virtually



Instagram now lets you shop with augmented reality

SNAPCHAT COMMITS \$750,000 TO AR INFLUENCERS

At its annual Lens Fest, Snapchat displays the future of creating augmented reality for the platform



Meet the new virtual influencers accused of manipulating teens

Virtual influencers pose ethical dilemmas for the ad industry

Dior Slammed For Using CGI Model Noonouri For Their Latest Campaign

Top 5 Virtual Influencers



1.9 M
US



342 K
France



170 K
Japan



198 K
UK



209 K
US

HARNESSING TECH-INNOVATIONS TO ENSURE CONSUMER PROTECTION

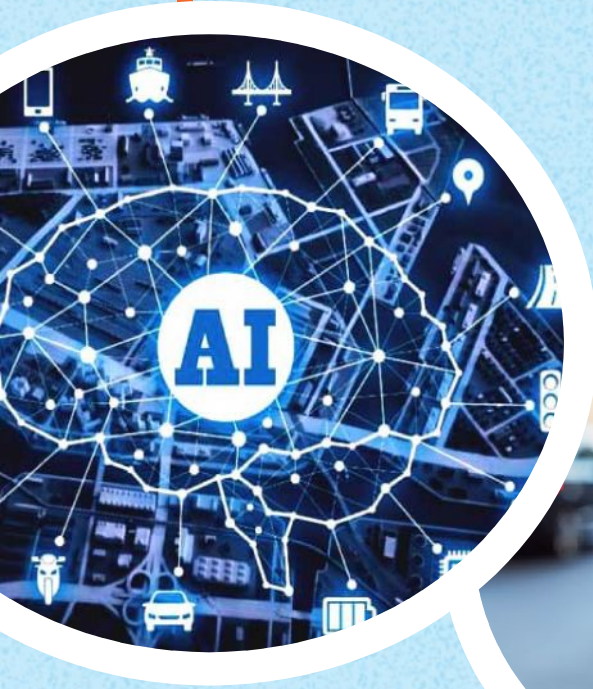




Conducting cutting edge 'avatar' and AI enabled **ad monitoring exercises**



● Following the consumer –
earning **trust**





Embracing
new advertising forms and
developing ad standards
to deliver
— responsible —
commercial communications



— THANK YOU! —



Justina Raižytė

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