

Full title of law or regulation	<p>Extracts from the ARPP Communication Publicitaire Digitale V4 June 2017, point 4 of the 'Interpretation Grid.' GRS translation.</p> <p><a href="https://www.arpp.org/nous-consulter/regles/regles-de-deontologie/communication-publicitaire-digitale/">https://www.arpp.org/nous-consulter/regles/regles-de-deontologie/communication-publicitaire-digitale/</a></p>
Title of section	Point 4. Influencer marketing
Definition	<p>An influencer (blogger, vlogger, etc.) is an individual expressing a point of view or giving advice, in a specific field and according to a style or a treatment of his own with which his/her audience identifies</p> <p>An influencer may act in a purely editorial context or in collaboration with a brand for the publication of content (placement of products, participation in the production of content, dissemination of advertising content, etc.)</p>
Qualification & application	<p>1) The influencer acts in collaboration with a brand:</p> <p>The existence of a commercial collaboration between an influencer and an advertiser for the publication of content must in all cases be undertaken by the influencer in the public's knowledge</p> <p>2) Some collaborations can qualify as advertising. It is established as advertising when the following criteria are met cumulatively:</p> <p>When the content is made in the context of reciprocal commitments; the influencer's pronouncements being the subject of a payment or any other consideration such as, for example, the providing of products or services for his/ her benefit</p> <p>When the advertiser or their representatives take leading editorial control (in particular by imposing a set of words, a scenario...) and approval of the content before its publication</p> <p>When the influencer's content is aimed at promoting the product or service (a promotional set of words, verbal or visual presentation for promotional purposes, etc.).</p> <p>Consequence: When the advertising nature of the influencer's content is established, the various ARPP ethical rules also apply</p>
Identification	<p>For the identification of such influencer communications carried out in collaboration with a brand (unless this identification is obvious), it is recommended to add explicit identification as such, in an instantly apparent manner</p> <p>This identification can be done by any means (in the dialogue, in the text accompanying the content, by means of a statement in the video...) when it is made known to the public regardless of its means of access to content</p>
<p>Video from ARPP (EN sub-titles)</p> <p>ARPP recommendations for influencer marketing:</p> <p><a href="https://www.youtube.com/watch?v=8lx4gr5bvH0">https://www.youtube.com/watch?v=8lx4gr5bvH0</a></p>	