

NOTE

This the unofficial and non-binding GRS translation of the section 'Influencers and Brands communications' from the [ARPP Digital Advertising and Marketing Communications Code](#) (FR) that - pt. 4 under the interpretation grid

Video from ARPP (EN sub-titles)

ARPP recommendations for influencer marketing:

<https://www.youtube.com/watch?v=8Jx4gr5bvH0>

Definition

- 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
- 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.).

Qualification & application

1) The influencer acts in collaboration with a brand:

- 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

2) Some collaborations can qualify as advertising. It is established as advertising when the following criteria are met cumulatively:

- 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
- 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
- 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.).

Consequence: When the advertising nature of the influencer's content is established, the various ARPP ethical rules also apply

Identification

- 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
 - 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
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