

IAP JURY DECISIONS

Full title of law or regulation	Code of Marketing Communication Self-Regulation 63rd edition effective March 8th, 2017 http://www.iap.it/wp-content/uploads/2017/03/Code-of-Marketing-Communication-63rd-edition-8.3.17.pdf
Title of relevant section	Article 7. Identification. Marketing communication must be clearly distinguishable as such. In the media and in the marketing communication when news and other editorial matter are presented to the public, it should be ensured that the marketing communication is readily distinguishable as such.
Advertiser and advertising	Various advertisers. This ruling is made against Taboola , which is a 'content provider' and was acting on behalf of a number of clients in placing promotional pieces that were headlined by e.g. 'From the web' and 'Also see' on the online version of larepubblica.it . The advertising is here: http://www.g-regs.com/downloads/ITGenTaboolaOnlineAdv.png
Comment and ruling	<p>The boxes/ panels in question do not provide a clear indication of the commercial nature of the contents, as the "SEE ALSO" and "FROM THE WEB" qualification is not sufficient for this purpose and there is no other indication, for example: 'Sponsored Contents '. Furthermore, the indication of the advertiser's name, in the cases in question for example: "Opel", "Verisure", 'booking.com under the relative boxes does not appear to be sufficient to provide clear and immediate information to the consumer.</p> <p>Often the visible content of the post is not obviously promotional, for example: 'New York under 'booking.com', Although the sections present a prevalence of promotional content, they also show editorial content, thus allowing for ambiguity, in contrast with the provisions of article 7 of the Code, for which commercial communication "must always be recognizable as such".</p>
Decision link (IT)	http://www.iap.it/2018/03/n-31-18-del-23-3-2018/
