

Joint CCPC/ASAI Guidance on Influencer Advertising and Marketing

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Introduction

Background: 2022 Research

- The CCPC published its report on influencer marketing in December 2022
- Purpose of research:
 - Examine how influencer marketing can affect consumer behaviour
 - Identify potential issues in terms of a consumer's ability to recognise influencer marketing
 - Propose practical recommendations for improvements
- A key finding was that labelling is inconsistent and can be confusing

Joint Approach between CCPC/ASAI

- ASAI works to promote good practice by influencers through its Code, previous sector specific guidance note and complaints process.
- A key action arising from the 2022 research was collaboration between the CCPC and ASAI to deliver clear joint guidance for influencers.
- International evidence shows that regulators working with self-regulatory bodies can be effective (e.g. joint guidance issued by the Competition and Markets Authority and Advertising Standards Authority in the UK)



Additional Research to Inform Guidance

Qualitative Eye Tracking Experiment

Understand how consumers engage with Instagram and explore the extent to which the current locations and designs of advertising labels on the platform promote awareness and understanding of advertising.

Use of eye tracking technology with the user's own device placed in a mobile testing accessory which tracked their gaze and attention as they scrolled through their own feed.

30 Instagram users took part with each session lasting 45-60 minutes.

Quantitative Eye Tracking Experiment

Based on the findings from the initial experiment, a quantitative study was run to explore whether the use of hashtags beside an advertising label and placement of the label impact on the user's ability to identify it.

500 respondents (who use Instagram at least 3-4 times a week) took part.

Relevant findings from the study informed the guidance.

Influencer Interviews

Ipsos also facilitated interviews with four influencers in order to 'test' the practical application of the guidance.

The influencers interviewed had a range of follower numbers and different areas of focus. The interviews were conducted anonymously.

Feedback was taken into account when finalising the guidance.