



**Every ad
a responsible ad**

www.asa.co.nz

Social Media and Advertising Standards

- All ads, all media
- Level playing field
- Applies to existing and new platforms
- Influencers are publishers
- Some Influencers have more followers than some publications or channels

Self-regulation

- Context, Medium, Audience, Product
- Consumer Takeout
- Generally Prevailing Community Standards
- Previous Decisions

ASA Definition of an Advertisement

“**Advertising** and **advertisement(s)**” means any message, the content of which is **controlled** directly or indirectly by the advertiser, expressed in any language and communicated in any medium with the **intent** to influence the choice, opinion or behaviour of those to whom it is addressed.

No jurisdiction - Examples

- User spontaneously takes post or content from advertiser controlled site or page and re-posts on own personal page or site (advertiser loses control)
- Non-advertiser page / post / site with advertiser's brand (not advertiser controlled content)

User-Generated Content

Includes;

- Recommendations
- Customer Reviews
- Testimonials
- Comments on posts

User-Generated Content

Advertiser controlled content examples;

- Advertiser controls site or page and allows users to post comment / review / testimonial
- Advertiser finds comment / review / testimonial and copies onto advertiser controlled site or page
- Advertiser incentivises user to re-post advertiser page/ post on their own user page / site

ASA Codes

- Advertising Standards Code

And sector codes

- Children and Young People's Advertising Code
- Therapeutic and Health Advertising Code
- Gambling Advertising Code (August 2019)
- Code for Advertising and Promotion of Alcohol
- Code for Financial Advertising

Advertisement Identification

Rule 2(a) Advertisements must be identified as such.

Content controlled, directly or indirectly, by the advertiser must not be disguised as something other than an advertisement. It must be obvious to, and well understood by, the audience that they are engaging with an advertisement regardless of the form the advertisement takes or the platform where it appears.

Disclaimers and other qualifying statements must be clearly visible and easily understood.

Additional guidelines are provided in the ASA's [Guidance Note on the Identification of Advertisements](#).

Code for Advertising and Promotion of Alcohol

- Alcohol sponsorship ads Rules 4 (a), (b), (c), (d)
 - No sales message, product, packaging, consumption or components of alcohol ads
- Alcohol ads Rules 3 (a) & (c)
 - No heroes of the young
 - People in alcohol ads must be over 25 years of age and appear to be over 25

Code for Advertising and Promotion of Alcohol

- Social responsibility Rules 1 (a) & (e)
 - Irresponsible behaviour and safety

Code for Advertising and Promotion of Alcohol

- Use the LAPPS service if you're planning a social media campaign
- ANZA website www.anza.co.nz

Food & Beverage Advertising

Advertising Standards Code

Rule 1 (h) Health and well-being

Advertisements must not undermine the health and well-being of individuals.

Children & Young People's Advertising Code

Rule 1 (i) Targeting children with OFB Ads

Advertisements (including sponsorship advertisements) for occasional food or beverage products must not target children or be placed in any media where children are likely to be a significant proportion of the expected average audience.

Rule 1 (j) Targeting young people with OFB Ads

A special duty of care must be applied to occasional food and beverage product advertising to young people.

Children & Young People's Advertising Code

- Use the CAPS service if you're planning a social media campaign
- ANZA website www.anza.co.nz

Therapeutic and Health Advertising Code

- A product that is not a medicine or a medical device can appear to be one based on the claims made in advertisements e.g. cosmetics
- Content in advertisements that breaches the T & H Code will also breach this code if it appears in UGC / testimonials / reviews / advertiser controlled Influencer comments

Therapeutic and Health Advertising Code

- Social Media advertisements are subject to the same conditions as other platforms when there is a requirement to include information mandated by the Medicines Act and / or the Therapeutic and Health Advertising Code.

Therapeutic and Health Advertising Code

- Use the TAPS service if you're planning a social media campaign
- ANZA website www.anza.co.nz

Advertising Standards Code

Rule 1 (c) Decency & Offensiveness

Advertisements must not contain anything that is indecent, or exploitative, or degrading, or likely to cause harm, or serious or widespread offence, or give rise to hostility, contempt, abuse or ridicule.

Using sex to sell an unrelated product

Guideline

- Sexual depictions of people or groups of people may only be used to advertise relevant products and services.

Targeting

- The Complaints Board knows there are tools available that can be used to target your audience
- The higher the risk area of advertising, the more important it is to use the tools available to target your audience
- The Complaints Board will expect to see your targeting choices if a complaint is received relating to inappropriate placement

Summary

- The Codes apply to Social Media Advertising - Advertiser control and intent are key
- Meaningful engagement with consumers = Authenticity = Transparency
- Know your audience and know & use the tools available for targeting
- Operate a moderation strategy for UGC
- Use influencer contracts to control ID of ads and targeting
- Consider specific challenges e.g. PR content that becomes advertising
- Take the lead if the advertiser does not

International Best Practice

- Ad Standards Canada

[Influencer Marketing Disclosure Guidelines](#)


- ASA UK

[An Influencers Guide To Making Clear that Ads are Ads](#)

Complaints

- Triage process
- Chair may rule no grounds to proceed
- If accepted, we contact the advertiser / agency / media
- Response within 7 days – settle where possible
- If upheld, remove or amend advertisement
- All decisions released to the media including your response
- Read our [FAQ](#) page for more information and explanation

Help

- Online resources
- www.asa.co.nz sign up to decisions email, newsletter
- asa@asa.co.nz
- Follow us 

**If an ad is wrong,
the ASA is here
to help put it right.**

[ASA.co.nz](https://asa.co.nz)

 **ASA**
Advertising
Standards
Authority



All ads, all media

www.asa.co.nz