

REPORT ON INFLUENCER ADVERTISING GUIDELINES



PERIOD - JULY 2021 - DECEMBER 2021



CONTEXT

The Advertising Standards Council of India (ASCI) launched the Guidelines for Influencer Advertising in Digital Media on 27th May 2021 to ensure transparency of branded promotions on social media by influencers. The Guidelines came into effect from the 14th of June, 2021. ASCI also launched an online portal ASCI.Social for influencers and brands to familiarize themselves with the Guidelines, and a tool to guide them towards being more responsible and transparent on their social media handles. The realm of Influencer Marketing in India is vast, hence constant education and outreach efforts are required to ensure that the industry comes together to create a robust and responsible digital ecosystem.

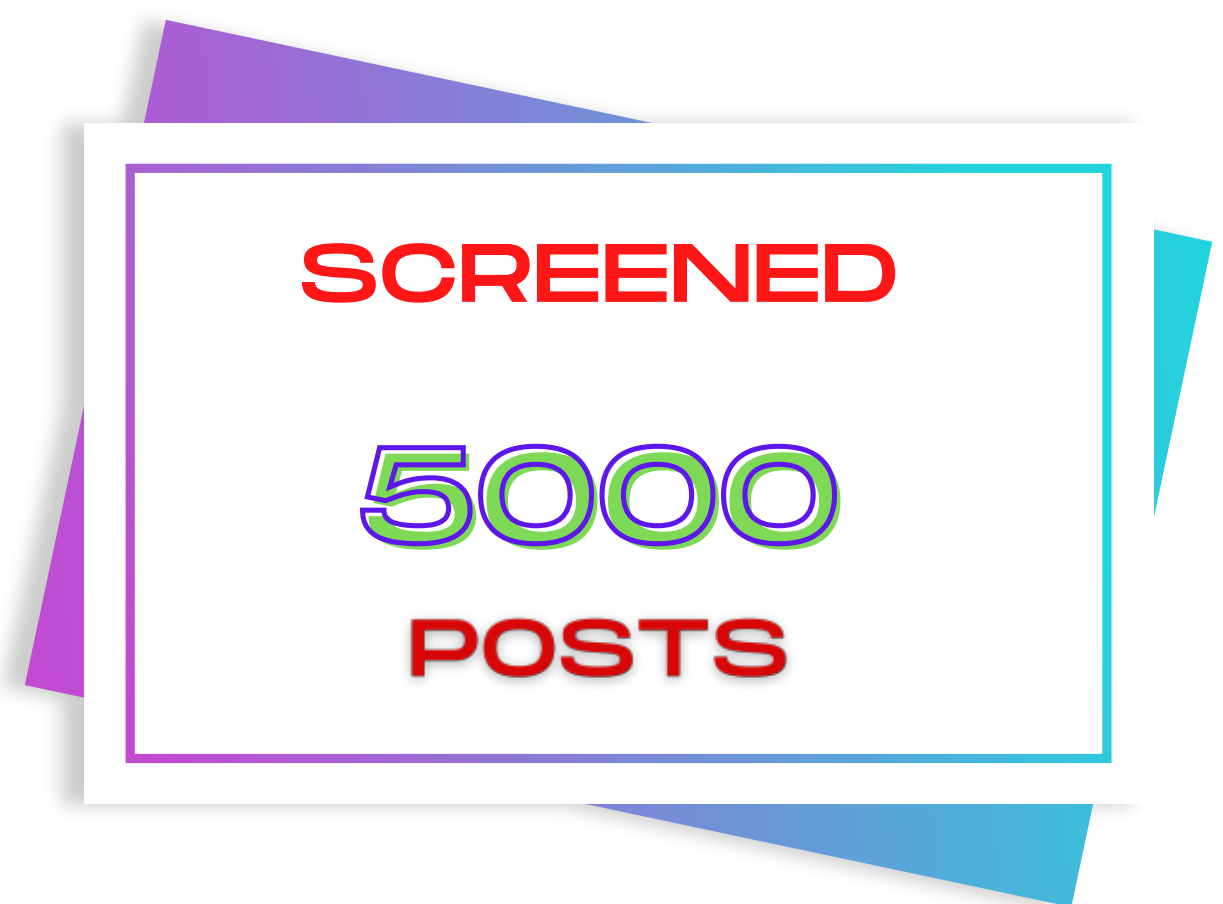
This report is based on ASCI's monitoring efforts of this Guideline in the period July-Dec 2021.

KEY FINDINGS

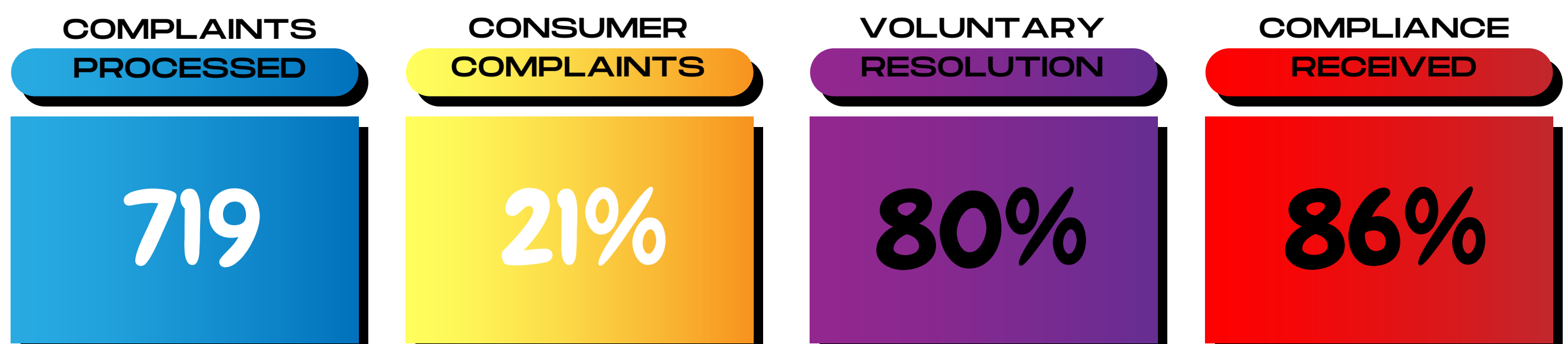
In July 2021, through our partnership with Reech, ASCI started suo motu screening of social media platforms as well as handling end-consumer complaints. Over a span of six months, we screened about 5000 posts/stories/ feeds from influencer handles and have completed processing of 719 posts which were considered to be prima facie violations of the Guidelines.

Out of the total complaints processed, 21% originated from end consumers, the rest were picked up suo moto through our AI based surveillance. Most complaints from end consumers were from Instagram feeds and stories.

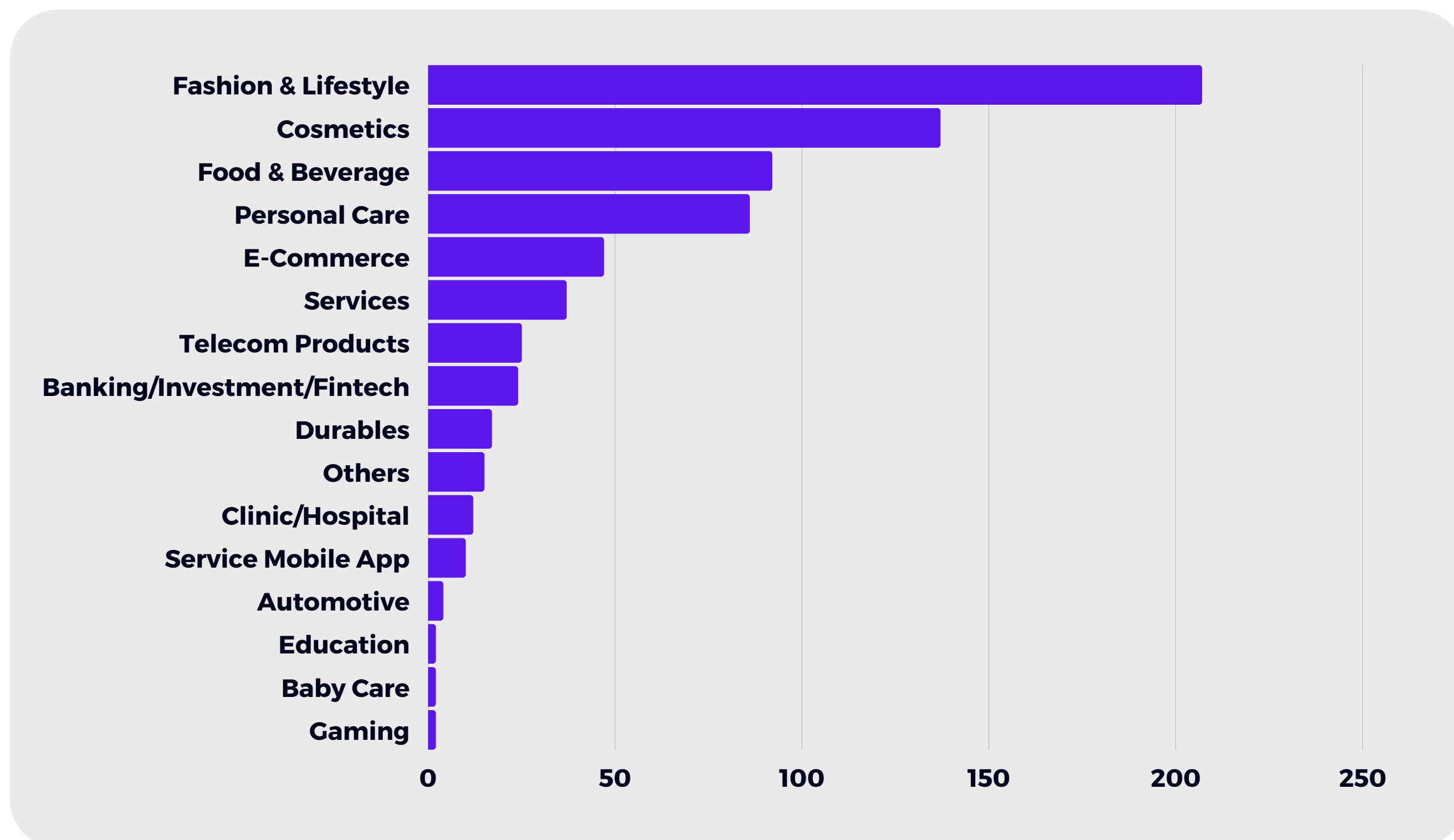
Out of the 719 posts processed, 577 (80%) influencers voluntarily amended/ withdrew their posts, which is very encouraging.



Out of the remaining 142 complaints, 121 were upheld by ASCI's Consumer Complaints Council and influencers were asked to withdraw or modify their posts. In all, ASCI recommendations received 86% compliance from Influencers.



CATEGORY WISE BREAK-UP



Ads without disclosures fell predominantly under four categories :

- Fashion & Lifestyle (29%)
- Cosmetic (19%)
- Food & Beverage (13%)
- Personal Care (12%)

KEY VIOLATIONS OBSERVED

- Absence of disclosures
- Inconsistency of disclosure: for example, in Instagram stories, while the first story may have the disclosure, the ones after that did not have a disclosure
- Incorrect disclosure placement: the disclosure labels were not placed in a manner that was easily visible to the audience, for example, the viewer had to scroll down / click read more to see the disclosure.

Our complaints team continues to monitor and reach out to influencers. The list of non compliant brands and influencers can be seen on [ASCI.Social](#)

To complain WhatsApp
+91 77100 12345