

Identification of advertising and marketing communications. Identification of the advertiser.

General provisions of the Consolidated ICC Code of Advertising and Marketing Communication Practice:

Article 9: Identification

“Marketing communications should be clearly distinguishable as such, whatever their form and whatever the medium used. When an advertisement appears in a medium containing news or editorial matter, it should be so presented that it is readily recognisable as an advertisement and the identity of the advertiser should be apparent (see also article 10).

Marketing communications should not misrepresent their true commercial purpose.

Hence a communication promoting the sale of a product should not be disguised as for example market research, consumer surveys, user-generated content, private blogs or independent reviews.”

Article 10: Identity

“The identity of the marketer should be apparent. Marketing communications should, where appropriate, include contact information to enable the consumer to get in touch with the marketer without difficulty.

The above does not apply to communications with the sole purpose of attracting attention to communication activities to follow (e.g. so-called “teaser advertisements”).”

Specific provisions of the Consolidated ICC Code of Advertising and Marketing Communication Practice:

Article D1: Identification

“Where a digital marketing communication is individually addressed to a consumer, the subject descriptor and context should make this clear. Subject descriptors should not be misleading and the commercial nature of the communication should not be concealed.

The commercial nature of product endorsements or reviews created by marketers should be clearly indicated and not be listed as being from an individual consumer or independent body.

Marketers should take appropriate steps to ensure that the commercial nature of the content of a social network site under the control or influence of a marketer is clearly indicated and that the rules and standards of acceptable commercial behavior in these networks are respected. “

Advertising, no matter the form, must comply with the rules contained in the Consolidated ICC Code of Advertising and Marketing Communication Practice, as well as the following rules:

1. Principles :

In order to ensure good information of the consumers, marketing communications and advertising should be clearly distinguishable as such, whatever their form.

That identification can be achieved by any means whereby the consumer can clearly and immediately understand that the message is an advert.

The identity of any advertiser addressing advertising or marketing communication must be apparent.

2. Digital advertising or marketing communication :

Concerning digital media, techniques and forms, the identification of marketing communications and advertising and the identification of the advertiser must comply with the provisions of the Digital Advertising and Marketing Communications Code.

3. Press :

In the case of a paid for editorial ad or any other advertisement that has the appearance of an editorial ad, the advertiser, the advertising agency and the press media must display the words PUBLICITÉ, COMMUNIQUÉ or any other synonym, in a clear and legible way, and the beginning of the advertisement.