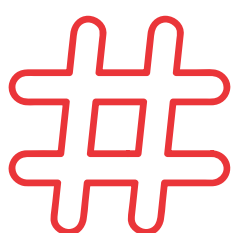


# INFLUENCER RULES



It's time to get up to speed on the new rules for influencers.



## IT'S #AD

When an influencer needs to use a label to identify ad content, the new code now clearly says that ad, advert or advertisement are the recommended terms. Other supplementary labels can be used to give a greater understanding of the relationship, such as gifted, free sample or ambassador, but using #ad is non-negotiable.

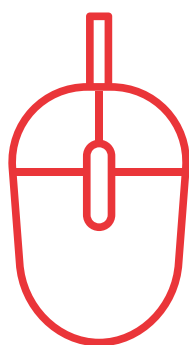
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## UP FRONT AND CENTRE

The label(s) you use must be front and centre on the post or story. It should be on the first screen consumers see, and not buried in amongst your other hashtags. It should also be large enough and clear enough in colour to be easily read/noticed.

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## CHANNEL APPROPRIATE

The label(s) used should be clear regardless of the channel used or the device where the consumer sees the ad. We recommend viewing your post on a range of devices available to check this.

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## NOT JUST SOME BUT ALL OF IT

While it may seem annoying, especially if you're posting multiple Stories, each separate post and story segment that contains ad content should be labelled as above. Blanket disclosures in your bio or 'about' section is not enough.

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## EXTRA TIPS

- Don't make the label accessible through multiple links or someone else's profile
  - Especially on Stories, many people watch without the sound on so the label cannot just be voiced - written is the way to go
  - If there are multiple stories or videos as part of the ad, don't wait until the end to identify it as ad content
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GET IN TOUCH WITH HMC IF YOU NEED HELP NAVIGATING THESE NEW RULES, OR VISIT [ASA.CO.NZ](https://asa.co.nz) FOR MORE INDEPTH INFORMATION ON THE NEW INFLUENCER GUIDANCE.