

# Influencer Marketing



## Answer Key

### ACTIVITY 1

Study the following two fictitious posts.

**Lea2007**

Lovely\_Hair

Lea2007 The weather's a bit grey, but my day is filled with beauty! A beautiful moment of well-being to recharge in the great outdoors that really does wonders for the body and mind. ☺☁️🌈

Thanks @Lovely\_Hair for hair products that keep my hair colour as beautiful as the day I left the salon.

#wellbeing #teamlovelyhair #partner #mentalhealth #physicalhealth #getoutdoors #summer #shadedhair #timeforme

**MyBallMyLife**  
Paid partnership with @Pro\_Athletic\_Footwear

Pro\_Athletic\_Footwear

MyBallMyLife AD – Proud to introduce my new partnership with @Pro\_Athletic\_Footwear! This summer, my outings on the field are not the same thanks to my new soccer shoes! I've been looking for a comfortable brand with a colorful style that suits me for a long time and I've finally found it 🏆👟. @Pro\_Athletic\_Footwear has products for many types of sports, and I can find everything I need there. In addition, the store shares my values: they take back old shoes to recycle them responsibly.

#ad #paidpartnership #sponsor #Pro\_Athletic\_Footwear #soccer #sports

Based on the information presented in the enclosed **Document File**, please answer the following questions.

## Analysis of the post on hair products



1. What is the influencer's goal? (Examples: sell, raise awareness, create a need, etc.)

– *Sell a product*

– *Create a need*

2. Is the link between the influencer and the company, product or service she is promoting mentioned?

Yes

No

3. Does the post indicate that it is promoting a company, a product or a service?

Yes

No

4. Do the hashtags indicate the partnership?

Yes

No

5. Can this be found quickly and easily?

Yes

No

**6. If the promotion is indicated, by what means?**

N/A

**7. If the promotion is poorly indicated, how could it be more clearly displayed?**

- *Indications that the post is an advertisement:*
  - *indication of a partnership in the post's header;*
  - *written indication that the post is an advertisement at the beginning of the post's text.*
- *Presence of one or more hashtags indicating the advertising link between the influencer and the company.*
- *Simultaneous presence of several indications that the post is an advertisement.*

**8. On what does the influencer base her opinion on the company, product or service she is promoting?** (Examples: personal experience, someone else's experience, scientific tests, detailed arguments, etc.)

*Her personal experience*

**9. Has the influencer convinced you to buy the product or service she is promoting or to support the company mentioned in the post?**

**Yes** *Personal reply*

**No** *Personal reply*

**Why/Why not?**

*Personal reply*



**10. What is the influencer's goal?** (Examples: sell, raise awareness, create a need, etc.)

- *Sell a product*
- *Create a need*

**11. Is the link between the influencer and the company, product or service he is promoting mentioned?**

Yes

No

**12. Does the post indicate that it is promoting a company, a product or a service?**

Yes

No

**13. Do the hashtags indicate the partnership?**

Yes

No

**14. Can this be found quickly and easily?**

Yes

No

**15. If the promotion is indicated, by what means?**

- *Indications that the post is an advertisement:*
  - *indication of a partnership in the post's header;*
  - *written indication that the post is an advertisement at the beginning of the post's text.*
- *Presence of one or more hashtags indicating the advertising link between the influencer and the company.*
- *Simultaneous presence of several indications that the post is an advertisement.*

**16. If the promotion is poorly indicated, how could it be more clearly displayed?**

*N/A*

**17. On what does the influencer base his opinion on the company, product or service he is promoting?** (Examples: personal experience, someone else's experience, scientific tests, detailed arguments, etc.)

*His personal experience and values*

**18. Has the influencer convinced you to buy the product or service he is promoting or to support the company mentioned in the post?**

**Yes** *Personal reply*

**No** *Personal reply*

**Why/Why not?**

*Personal reply*

## Findings from the analysis of the posts

19. In which post is the advertising nature best identified?



Post on **hair products**



Post on **footwear**

### PSST!!!

Under section 219 of the *Consumer Protection Act (CPA)*, no merchant, manufacturer or advertiser may, by any means whatever, make false statements or direct a misleading advertisement to a consumer, for example.

The product must comply with what is offered. This applies to all aspects of the product: its appearance, its effectiveness, its provenance, etc.

## ACTIVITY 2

Now, it's your turn to play the role of influencer, by producing advertising content that **promotes healthy digital behaviour** and **makes it as clear as possible that your post is an advertisement**.

Use the creation plan to develop your project. Your job is to create a post, along with a photo or a short video. You will then present your post in the template given to you by your teacher.

### Here are a few examples of healthy digital behaviour

- managing your screen time, protecting your privacy
- paying attention to what you are posting
- avoiding negative online relationships
- protecting your self image by not comparing yourself to others

## Creation Plan

### Purpose of the post

- *Raise awareness among followers about an issue*
- *Bring about a change in behaviour*
- *Promote positive behaviour*
- *Inform*
- *Encourage participation*

### Healthy digital behaviour you will be promoting

*The student must indicate the topic of his or her post.*

### Target audience

*Personal reply*

### Type of post (photo or short video)

*Photo or short video*

### Summary of the post

*Personal reply*

## Hashtags

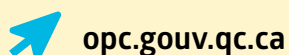
- Inclusion of at least one of the following hashtags: #ad, #advertisement, #partnership, #paidpartnership, #sponsorship.
- Hashtags indicating the advertising link should be prominently displayed and not be drowning in a sea of hashtags.

## Advertising link between the post and the sponsorship

- Indication that the post is an advertisement at the beginning of the text (e.g., “Ad” or “Paid partnership”).
- Clear indication of the partner in the text.
- Indication that the post is an advertisement in the hashtags.
- Simultaneous indications that the post is an advertisement in various elements of the post.

The **OFFICE DE LA PROTECTION DU CONSOMMATEUR** is a Québec government body that helps consumers make enlightened choices and informs them of their rights, their obligations and their recourse options in the event of any problem with a merchant. Among other things, the Office intervenes with merchants to ensure they abide by their obligations toward consumers.

To contact the Office:



officeprotectionconsommateur



## APPENDIX – DOCUMENT FILE

Advertisements are everywhere and are **sometimes hidden under the cover of posts on social media platforms**. Where the promotional nature of some content is clearly identified, it can sometimes be more difficult to detect in other posts.

An increasing number of companies are working with influencers on social media to promote their products or services, either directly or indirectly. **Various means are used and they often conceal paid advertising content:**



RECOMMENDATIONS



VLOGS



PRODUCT UNBOXING



GIFTS



CONTESTS



PROMOTIONAL CODES

When they share advertising (sponsored) content, influencers are **required to mention their connection with their business partner**. In other words, they must clearly indicate that the content they have shared is an ad for which they were paid. However, in reality, it takes a sharp eye to detect advertising content on social media.



### Honesty above all!

Even if they are paid to promote a product or service, influencers **must always be honest with their followers and give their true opinion** on what they are presenting.



## Identifying advertising content – it’s mandatory!

Certain sections of the *Consumer Protection Act* (CPA) provide that one cannot mislead as to the advertising nature of any content.

### What the CPA says

No merchant, manufacturer or advertiser may, by any means whatever, **make a false statement, omit information or engage in conduct that is misleading** to a consumer.

### What does that mean?

For example, a statement is false or misleading when it **does not reflect reality**.

### Example

An influencer would be making a false or misleading statement if he led his followers to believe that he was giving them his opinion on a product that he had paid for out of his own pocket, when the product was actually provided to him free of charge by a company for the purpose of having him talk about it positively.

### What the CPA says

In determining whether a statement, omission of information or a given conduct constitutes prohibited practice, the **overall impression conveyed** and, where applicable, the **literal meaning of the words used** in the advertisement must be taken into consideration.

### What does that mean?

Despite the presence of certain clues such as indications of partnerships and hashtags, **if the overall impression conveyed by an advertisement does not reflect reality**, it is a false statement, misleading conduct or omission of information, and thus constitutes a prohibited practice.

### What the CPA says

No merchant, manufacturer or advertiser may, in any advertisement or statement made to a consumer, **fail to disclose an important fact**.

### What does that mean?

In the context of influencer marketing, it is forbidden to **conceal an individual’s or a company’s commercial interest** in promoting a product. It is therefore illegal for an influencer to promote any goods or services without disclosing his or her business link with the company that is paying the influencer to gain visibility.

### Example

An influencer may not promote a trip or an item of clothing without mentioning that she was paid to do so, or that she received it as a gift or at a discount. This information is an important fact that must be disclosed to her followers, as it can influence the credibility of her statements.

## What is properly identified advertising content?

All ads posted on social media must be clearly identified as such so that Internet users can recognize that they are advertisements and not an objective recommendation by an influencer.

In an ideal world, sponsored content presented by influencers could be readily identified as advertising content at first glance. However, the practices most commonly used today regarding the means by which to identify ads and the words used by influencers make it necessary for Internet users to have a sharp eye to detect such content.

Rather than seeing clear words such as “**ad**” or “**paid advertisement**,” Internet users often have to settle for indirect expressions such as “**sponsored content**” or “**paid partnership**.” However, the best way to identify advertising content is to indicate it directly. The clearer the better!

In order to provide greater clarity, these identification methods may have to change and improve over the next few years.



## How to detect advertising content in influencer marketing

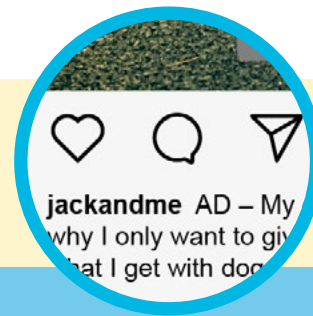
At all times, advertisement indications must be clearly visible to Internet users without having to look for them. There should be several such indications and they must be clear, avoiding the use of abbreviations or ambiguous expressions. These advertisement indications should also be inseparable from the posted content and remain visible if the post is shared among Internet users, either privately or publicly.

Although practices change on a regular basis, here are a few tips for detecting advertising content presented as influencer marketing, i.e., the result of a collaboration between a company and an influencer. Although these indicators are not perfect and do not necessarily follow the letter of the law, they represent the sponsorship indications that most often appear on social media.

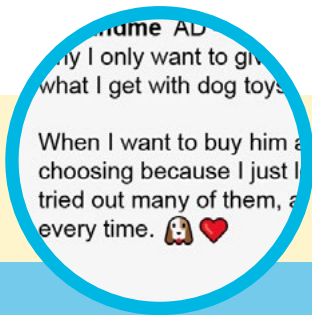
In the case of a photo or a short video, **ad identifications usually include a combination of the following indicators:**



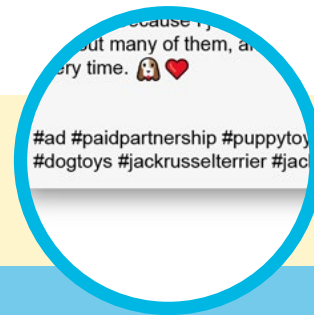
**Mention of a partnership in the post's header**  
(e.g., *Paid partnership with...*)



**Written indication at the beginning of the text in the description** of the post (e.g. ad, advertisement, sponsored partnership, paid partnership, etc.)



**Written indication in the text of the description** that clearly states the business link and the commercial partner



**Indication of the partnership in the post's hashtags**

## CAUTION!

The advertisement indications in the hashtags must be **prominently displayed** and not buried in a huge block of other hashtags. They should also be **clear** and **meaningful** so as to be clearly understood by Internet users. In some posts, they are hidden below in the comments section, which violates the rule of clearly disclosing the influencer's business connection.

## Examples of commonly used hashtags

Here are examples of commonly used hashtags on social media to identify sponsored posts:

**#ad** **#ads** **#advertisement**

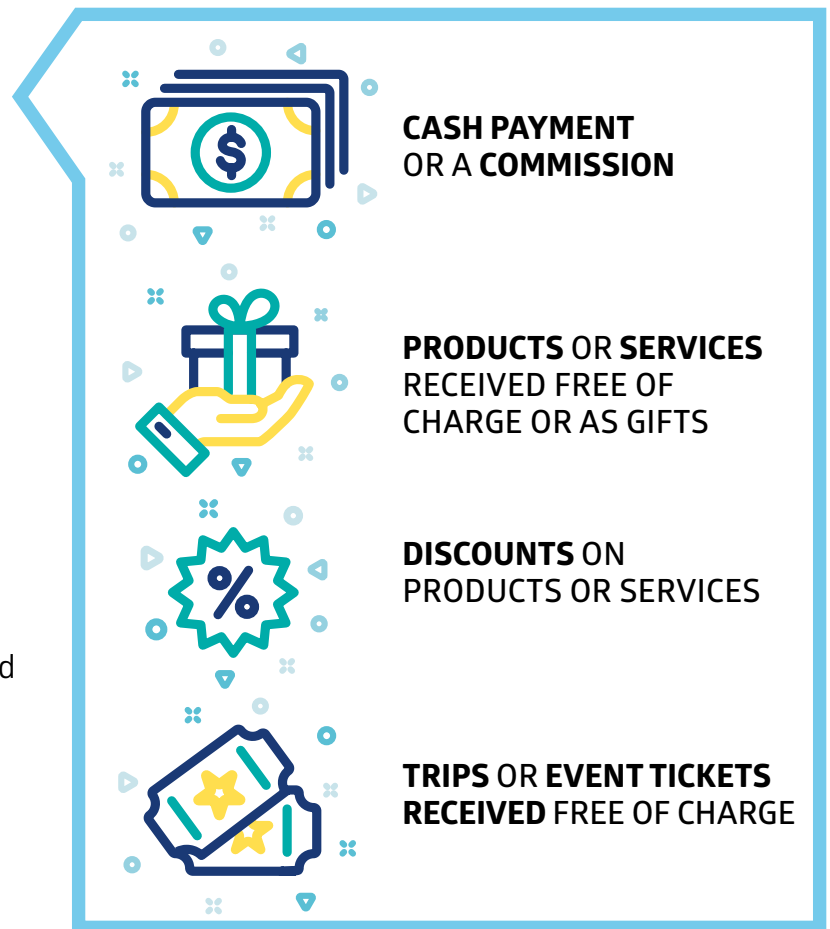
**#partnership** **#paidpartnership**

**#partner** **#sponsor**

## What are the various forms of compensation influencers receive?

Did you know that **influencers can receive different forms of compensation**? That's right, these people are not always paid with money; they can also enjoy a number of other types of benefits considered as compensation. In this context, content associated with these types of benefits are also considered ads.

"Sponsorships" can appear in many forms and must always be clearly indicated as such by the influencer. These forms of compensation include:



## What about video content?

When the advertising content is presented in a video or vlog, as is the case on YouTube for example, the partnership is often indicated verbally by the influencer at the beginning of the video or vlog. As this is often the only mention of the sponsorship, you have to be very attentive to pick out the advertising link.

This practice, if used alone, is not an adequate way to identify this type of content. Once again, it is best to **be direct and clearly indicate, in many ways, that the video or vlog is an advertisement** in order to be sure to be understood by the followers.



## Inadequate identification of advertising content

Influencers often fail to properly identify the advertising content they produce. There are several reasons for this, such as the following:



The **law can sometimes be poorly understood or unknown** by some influencers, especially those who are new to the media landscape.



An influencer's credibility is based on the relationship of trust that is established with his or her followers. Sponsored content may be viewed as **being less authentic** and **undermine the credibility** of a content creator. Some individuals may therefore be tempted to remain vague about their links to companies to **maintain a better image with their followers** and appear more authentic.

Nevertheless, advertising content is very popular with all influencers. As they are not always clearly identified as such, it is very important to remain vigilant as to the authenticity of the content that is posted and to keep a critical eye on what others are sharing on social media.

Being able to recognize advertising content makes it possible to maintain a critical mind and better evaluate our real needs. This makes it easier to avoid impulse buying and keep a proper perspective on what is presented to us and reality... just like with traditional advertising!

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