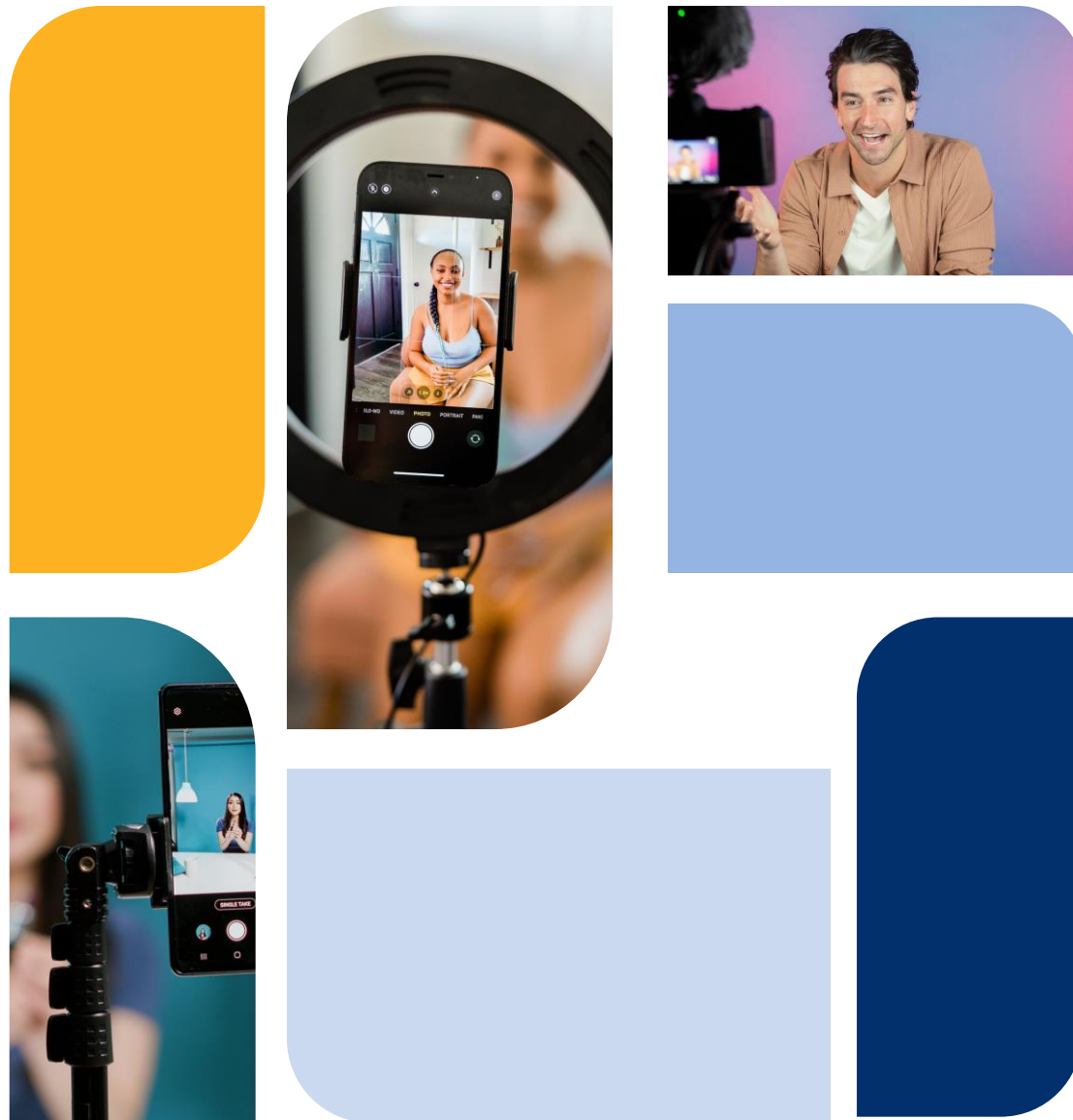


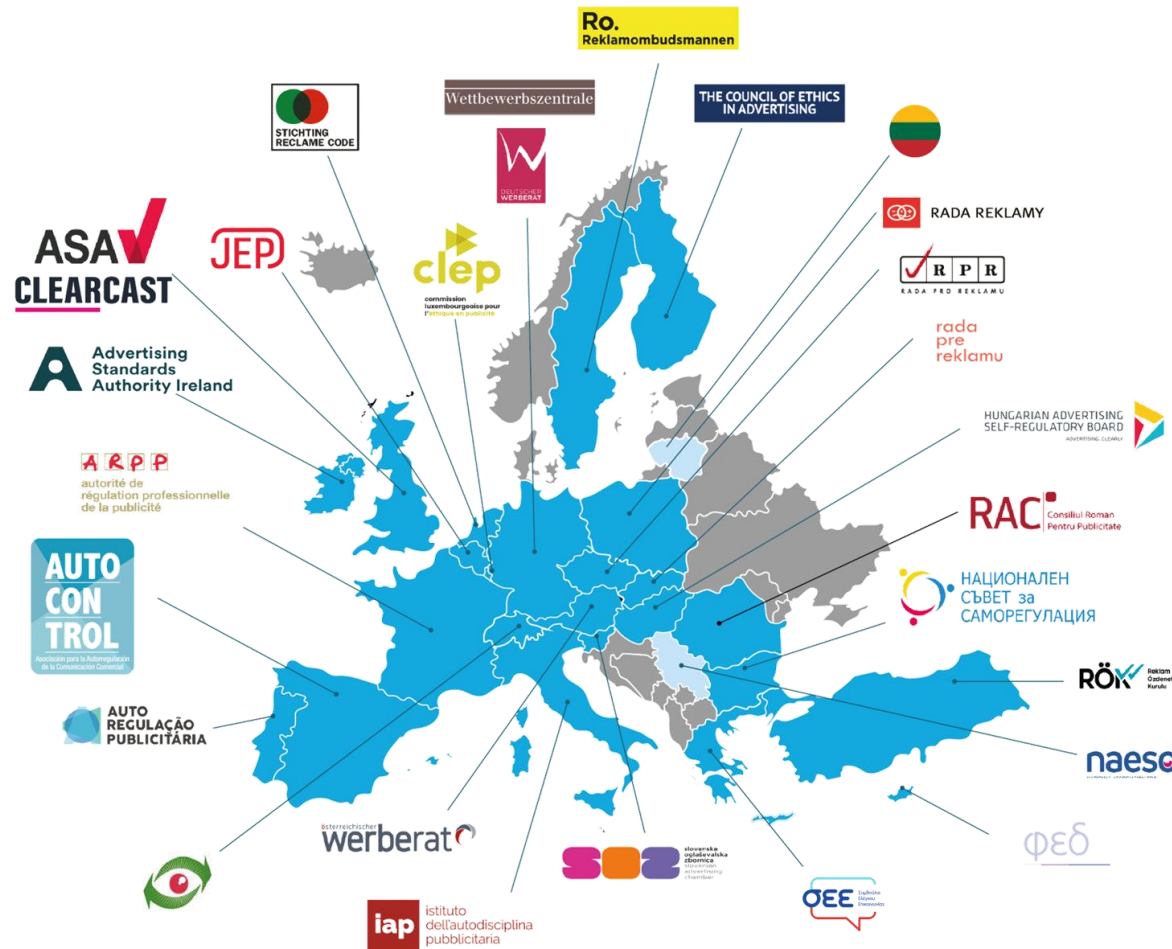
How EASA addresses influencer marketing

Spotlight on **adEthics**



What's EASA? How does it work?

EASA's 28 Self-Regulatory Organisations (SROs)



EASA's 16 industry members



SROs' rules & tools

- **ICC Code** for advertising & marketing communications
- **SRO's national codes**
- **Preventive tools:** copy-advice, pre-clearance, training
- **Ex-post:** complaint-handling, monitoring
- **Cross-border complaints system**

A three-pronged approach

Guidance

Clear and
consistent rules

1

Communication

Spreading
awareness and
accessibility

2

Enforcement

Ensuring rules are
followed

3

1 Guidance

Clear and consistent rules

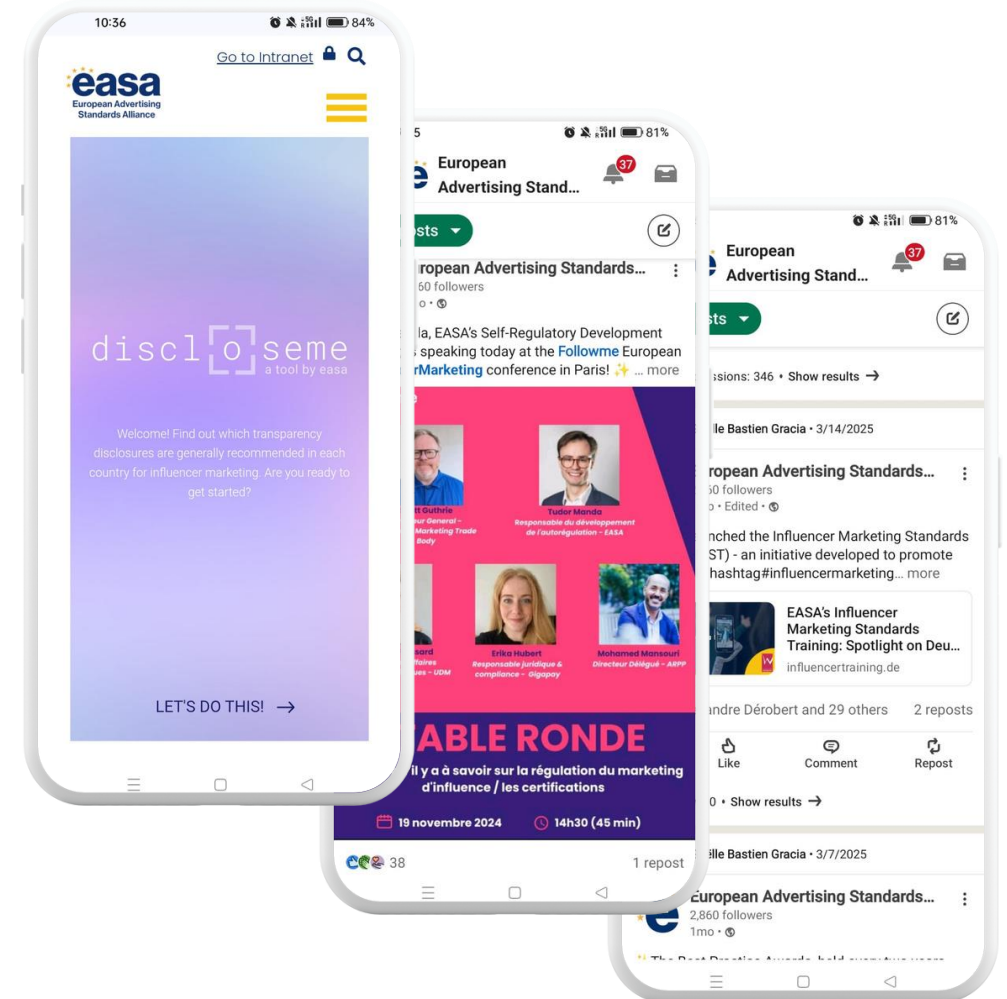
Global level → **ICC Code** applies to influencer marketing

European level → **EASA Best Practice Recommendation on Influencer Marketing** (since 2018)

National level → **SRO Rules & Guidance on Influencer Marketing**

2 Communication

Spreading awareness and accessibility

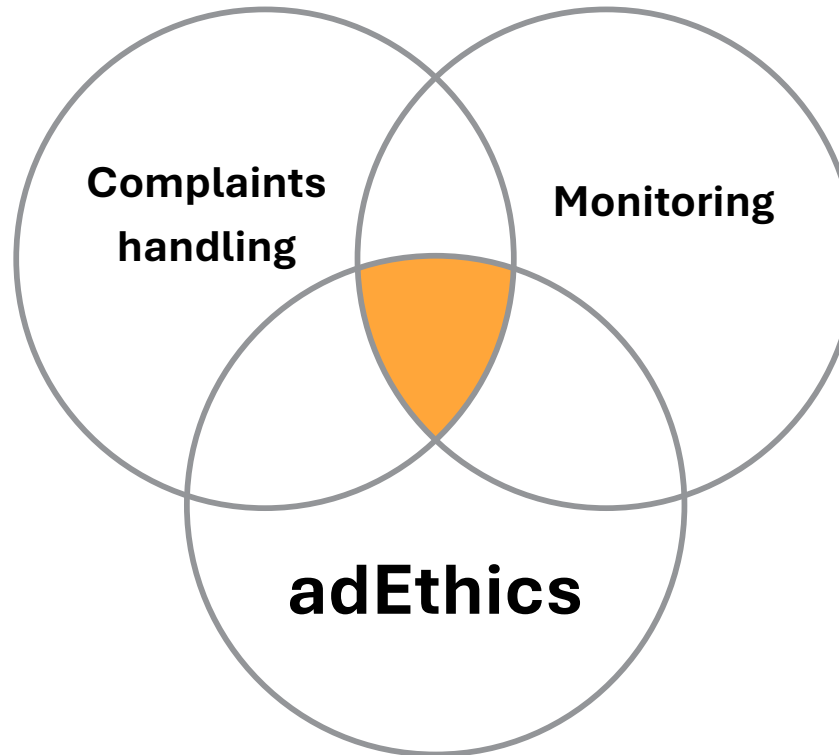


3

Enforcement

Ensuring rules are followed

Influencer marketing
makes up 26% of online
ad complaints



By SROs (10 in 2024)
By EASA

A programme on Influencer
Marketing Standards

3adEthics

A programme on Influencer Marketing
Standards

Pillar 1: Training

Who? Designed for and targeted at influencers. Registration may be open to other individuals.

How?

1. Register for the training
2. Complete the training course
3. Pass the assessment test

Pillar 2: Certification

Who? Open for influencers with a public account AND who have successfully completed the training.

How?

1. Be subjected to recurrent monitoring
2. Be compliant with the rules

3 adEthics

A programme on Influencer Marketing
Standards

Training
Content

Training
Assessment

Participants and
stakeholders



Monitoring
standards

Rectification
procedure

Certified influencer
status publication

3 adEthics

A programme on Influencer Marketing Standards

+5.000

influencers are part of adEthics

In the Netherlands, compliance rose

from 25 % to 60 %

after taking the training

In France, compliance of certified influencers rose

from 32 % to 85 %

between 2020 and 2023

Thank you

Any question? Reach out!

alexandre.derobert@easa-alliance.org