

Product placement

Product placement, also known as embedded marketing, is a marketing technique where references to specific brands or products are incorporated into another work, such as a film or television program, with specific promotional intent.

The origins of hidden advertising

A painting by Edouard Manet (1881-1882) shows a bar at the Folies Bergère with distinctive bottles placed at either end of the counter. The beer bottle is immediately recognizable as "Bass beer".

Manet's motivations for including branded products in his painting are unknown; it may be that it simply added to the work's authenticity, but on the other hand the artist may have received some payment in return for its inclusion.



The Endorsement

"Endorsement" refers to a way of accrediting a product or a brand undertaken by:

- Celebrities;
- Influencers: people who have acquired public prominence and credibility for their competency in a given field;
- Ordinary users who express their opinion or judgement online (via what is known as user generated content);

It creates benefits in terms of a product/brand's visibility, credibility and reputation.

User-influencer relationship



The relationship that is created between user and influencer should be based on trust.

In fact, the user should carefully choose who to follow, which is equivalent to give a small slice of popularity.

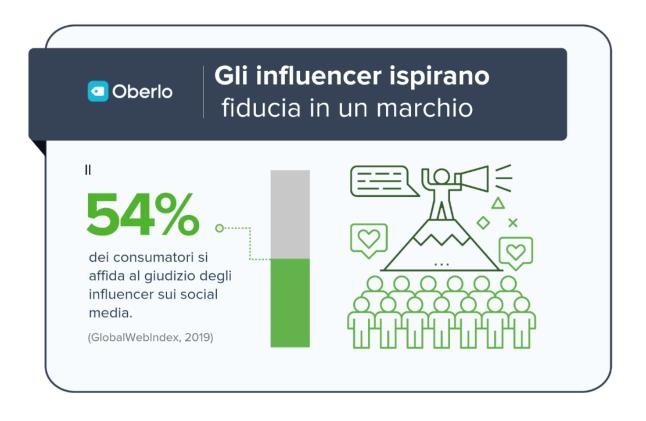
Despite this, only the 8% of internet users believe what they read online and this percentage drops to 4% when information comes from influencers.

The global suspicion around influencers comes from consumers, and regulators continue to ask questions about the opacity of brand-influencer deals.

UM - https://www.umww.com/locations/london/

On the other hand

The 49% of consumers say they rely on influencers' guarantees on social media before making purchases.



Fourcommunications, 2018

GlobalWebIndex, 2019

"The research highlighted that headlines over the past two years have made people more aware of issues surrounding credibility and transparency on the internet [...] scandals like Cambridge Analytica had a huge impact on the extent to which people question what they see and hear online [...] Legislation like the EU's GDPR is working towards rebuilding that trust, particularly regarding what is done with our personal data, but brands will also have a key role to play over the coming years [...] It's clear that trust is fast becoming the currency of the new internet, and brands able to demonstrate that they're transparent and responsible in the moments that matter are going to be best placed to succeed."

[Liz Haas, head of client Insight EMEA]

Digital Marketing Communications

In recent years, "online advertising" investment has seen a huge growth. Digital marketing communications occur through a wide variety of formats, approaches and forms of expression.

Among the several ways, we can see the advertising made by influencers, who should follow some rules for a transparent and trustworthy practice.

It happens that some influencers do not indicate the presence of advertisements in their posts for fear that the followers won't consider them reliable and consequently stop following them.

The UK advertising watchdog has cautioned "between 200 and 300" social media influencers for breaking strict rules around paid for posts on Instagram over the past few years.

As for the guidelines set by the ASA's regulatory arm, the Committee for Advertising Practice (CAP), both brands and influencers have a responsibility to ensure consumers are made aware that content is sponsored before they engage with it.

Italian Legislation IAP — Istituto Autodisciplina Pubblicitaria

As Italy has opened up to the online world, the IAP has for years been focusing on digital marketing communications and evaluating the propriety of these forms of communication through its Review Board and Jury.

It has done so by taking into consideration guidance from the *Digital Marketing Communication Best Practice Recommendations*, drafted by the European Advertising Standards Alliance — EASA, of which the IAP is a co-founder.

However in Italy there are no specific rules. Reference can be made to some European directives or to the *Consumer Code* (which however does not directly regulate the web).

In most cases there are guidelines provided by private entities that can be applied only if the advertiser has signed them.

If they are missing, the advertiser can refer to the general rules against hidden advertising.

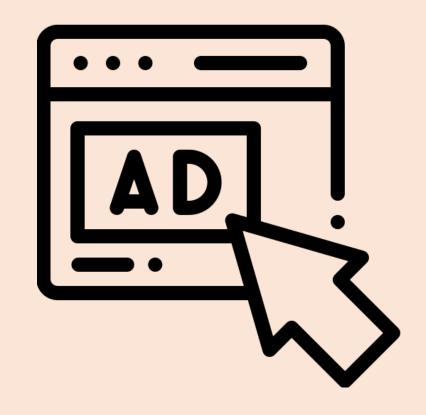
So, what are the best practices to follow?

We need to distinguish two different cases.

Advertising

When the nature of the post is promotional. It means that the advertiser (e.g. influencer) receives remuneration when talking about a specific product.

If we consider the Instagram platform, we can see different ways to make the advertising explicit.



- Use of the specific tool provided by the platform *Parnership with.*. or *Sponsored by.*. that will appear at the top of the instagram story or the post;
- Use of one of the following hashtags: *ad, adv, #adv, #adv, *adv, *adv, *ad (all have the same meaning).*

The important thing is that this tags are placed at the beginning of the tags of the caption of the post or within the first 3 instagram stories.

POST













Piace a francyaiosa e migliaia di altre persone

camihawke Cosa rende il comple di @aperolspritzitalia bellissimo:

- non vedevo venezia da 15 anni e mi sembra davvero incredibile anche con il 300% di turisti figuriamoci quando è più tranquilla
- Canta max gazzè a cui voglio benissimo
- Sto facendo un ape in piazza San Marco con un Aperolspritz e tanta musichina
- Ci sono ya sacco di cicchetti da mangiare #aperol100 #ad #happytogether

Visualizza tutti e 170 i commenti

ilarysgrill | Bella!







INSTAGRAM STORY



29 Giugno 2019

Gift

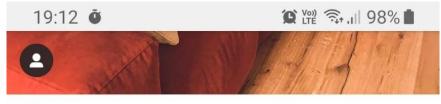


The situation is different when the product is gifted or loaned to the influencer. In this case it is not necessary to use one of the previous methods, but it is good practice to use other ways.

Use of one of the following hashtags:

- #giftedby
- #suppliedby
- #*noADV*

Alternatively, make it explicit through verbal words.













Piace a justlinda_ e migliaia di altre persone

camihawke Visto che la messa in vivibilità della casa -e la conseguente fine del mio vlog- mi sta portando via più tempo del previsto ho deciso di sfidare ogni buona regola della suspance per mostrarvi subito il cuore pulsante del salotto: IL DIVANO che ci hanno fabbricato i ragazzi di @sofable_com.

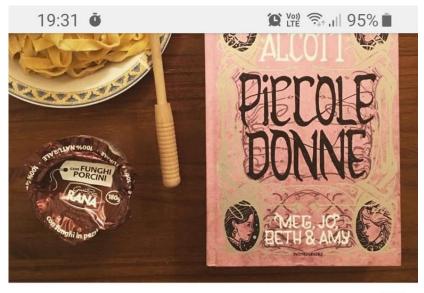
Chi c'è da almeno due anni sa che nella vecchia casa spazio per il divano non c'era, l'unica cosa su cui sedersi erano due poltroncine dure come il marmo che ora riposano nel paradiso delle poltroncine: scusate amiche ma non mi mancherete, questo è il più bel divano che potessi mai desiderare. In foto nell'ordine

in roto nell'ordine

- appena ricevuto il divano

- breve momento per tastarne l'assoluta comodità
- nessuno si deve sedere tranne me
- finalmente acquisito il superpotere "DIVANO VERO". #suppliedby #superman #felice

Vivolizza tutti e 550 i commenti











Piace a michelacasprini e altre persone

clarissaquestionedilibri L'unica cosa più fotogenica di un piatto di pasta ai funghi porcini? La nuova edizione di "Piccole donne" targata @oscarvault che non vedo l'ora di leggere (e sarebbe pure ora!) Tra un po' di tempo, finalmente, anche io potrò dirvi la mia





Sources

- Digital Chart IAP https://www.iap.it/digital-chart/
- Linee guida e regole interpretative per gli influencer Camera Nazionale della Moda Italiana
- Only 4% of people trust what influencers say online https://www.thedrum.com/news/2019/05/09/only-4-people-trust-what-influencers-say-online
- The UK ad watchdog has warned 'hundreds' of influencers over opaque brand deals https://www.thedrum.com/news/2019/01/13/the-uk-ad-watchdog-has-warned-hundreds-influencers-over-opaque-brand-deals
- Pubblicità sui social: quali regole bisogna rispettare? https://www.open.online/2019/10/08/pubblicita-sui-social-quali-regole-bisogna-rispettare-ce-le-spiega-camihawke-la-videointervista/