

ASCI,

Please find attached a copy of a recent whistleblower communication regarding potential violations of ASCI guidelines in the influencer marketing industry in India.

The communication alleges widespread non-compliance with disclosure requirements for material connections between advertisers and influencers. Specifically:

1. Certain agencies have directly engaged influencers without ensuring proper disclosures as required by ASCI guidelines.
2. There are claims of influencers attempting to bypass disclosure requirements by not clearly identifying paid partnerships or sponsored content.
3. In many cases, disclosures are either missing entirely or placed inconspicuously at the end of post descriptions, contrary to ASCI's requirements for prominent and upfront disclosures.
4. The term "collab" is allegedly being used instead of "Paid Partnership" to obscure the nature of monetary compensation, which may not adequately convey the material connection to consumers.
5. The scale of undisclosed paid promotions appears to be significant, potentially misleading large numbers of consumers.
6. There are examples of negative campaigns it is likely that these creators are also creating negative content for brands that don't pay them, most likely on the behest of paying brands :

Examples are as below.

<https://www.instagram.com/reel/DAVv0gtsf59/?igsh=MXBsejR0djlnNDhidg==>

[https://www.threads.net/@mobiscrub/post/DAYYgV1Mcx4?
xmt=AQGzxpMPjkfdRD8112BnErsWNY3g8N-8z803aMAMPN5wag](https://www.threads.net/@mobiscrub/post/DAYYgV1Mcx4?xmt=AQGzxpMPjkfdRD8112BnErsWNY3g8N-8z803aMAMPN5wag)

[motorola Edge 50 Neo Unboxing - 3X Telephoto 📷 120Hz LTPO Display 📱 @ ₹22,999 !](#)
[Flip Phone with Biggest Outer Display at ₹49,999 ! *Moto Razr 50*](#)
[Realme 13+ Unboxing - Dimensity 7300E @ ₹22,000 !](#)
[Honor 200 Pro - Most CONFUSING Pricing !](#)
[vivo V40 Pro Unboxing - Can it Compete Against DSLR ?](#)

<https://www.instagram.com/reel/DAs0D-aMqTE/?igsh=dThsYXRuem9vZ3hz>

<https://www.instagram.com/reel/DALT7pPsYTE/?igsh=eHFIMGRmaXh6ZjNk>

<https://www.instagram.com/reel/C-49fBGy4GQ/?igsh=bXJrNDFocDZybDF5>

<https://www.instagram.com/reel/DAVv0gtsf59/?igsh=MXBsejR0djlnNDhidg==>

[https://www.threads.net/@mobiscrub/post/DAYYgV1Mcx4?
xmt=AQGzxpMPjkfdRD8112BnErsWNY3g8N-8z803aMAMPN5wag](https://www.threads.net/@mobiscrub/post/DAYYgV1Mcx4?xmt=AQGzxpMPjkfdRD8112BnErsWNY3g8N-8z803aMAMPN5wag)



Reels
but this 1.74"



38K

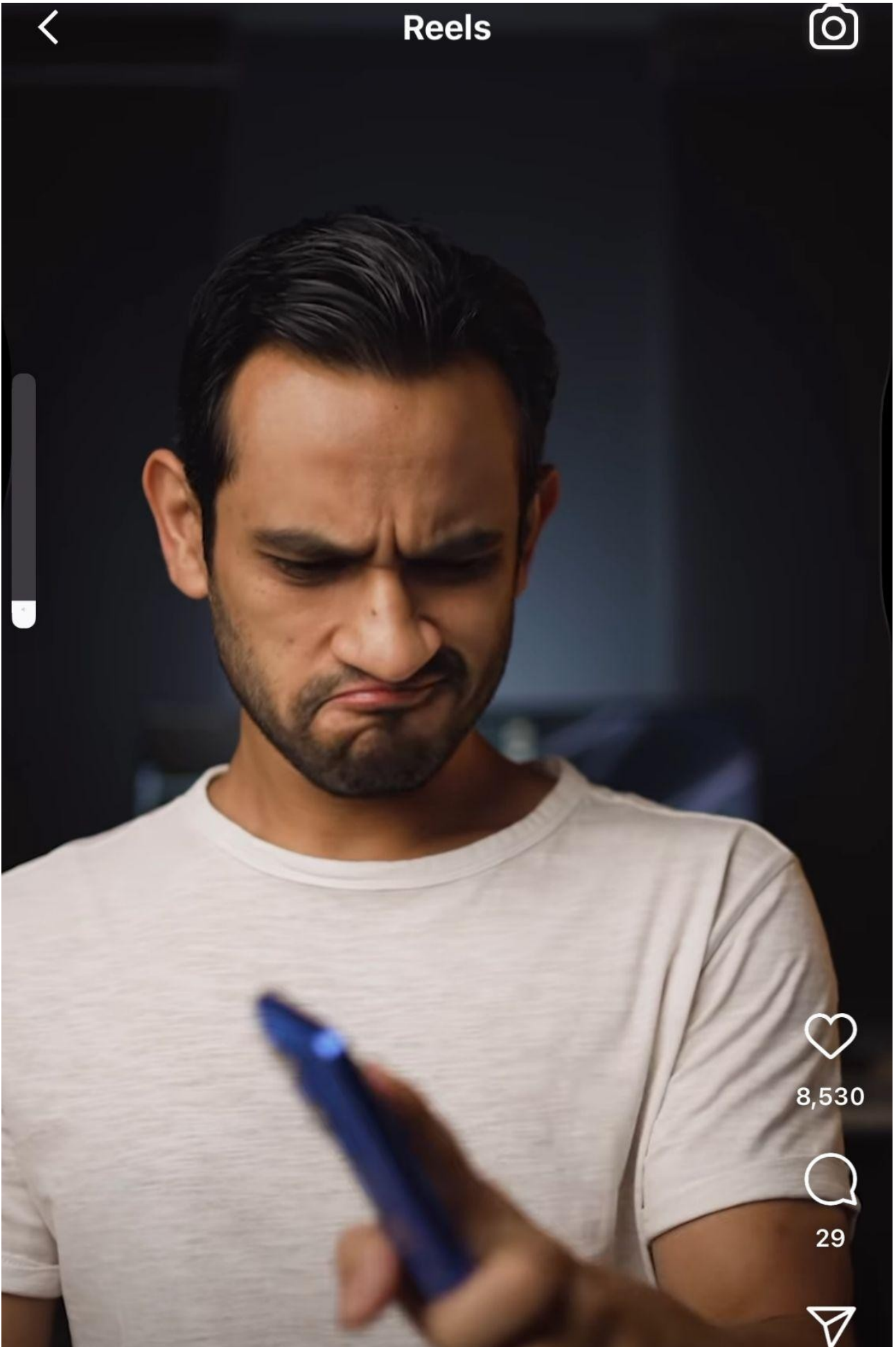


242





Reels



8,530



29



35mm



mobiscrub

Follow



Links in Bio!

If your budget isn't stretching all the way to the flagships, the **#vivoV40Series #collab** is a seriously good phone to consider from a camera pov. This premium mid-range series offers a really versatile camera system and has functionalities that really let you take pro photos without going through any of the hassle of editing. You can get super good looking pictures right out of the phone which really makes things super simple and straight forward for you.

#android #smartphone #cameraphone



7,061



30



1,006



Reels

WIZARD 



techiewizardofficial

Follow

oppo ഇറക്കിയ മാജിക് സുന്ദരി ! -OPPO Reno12 PRO
MANISH MALHOTRA EDITION!

Hey people this video is about the all new OPPO
Reno12 Pro Manish Malhotra edition! This looks so
magical in hands and do watch the video for more!

Do follow for more,Remember I make videos for
Legends!



2,820



19





Reels



55.3K



386



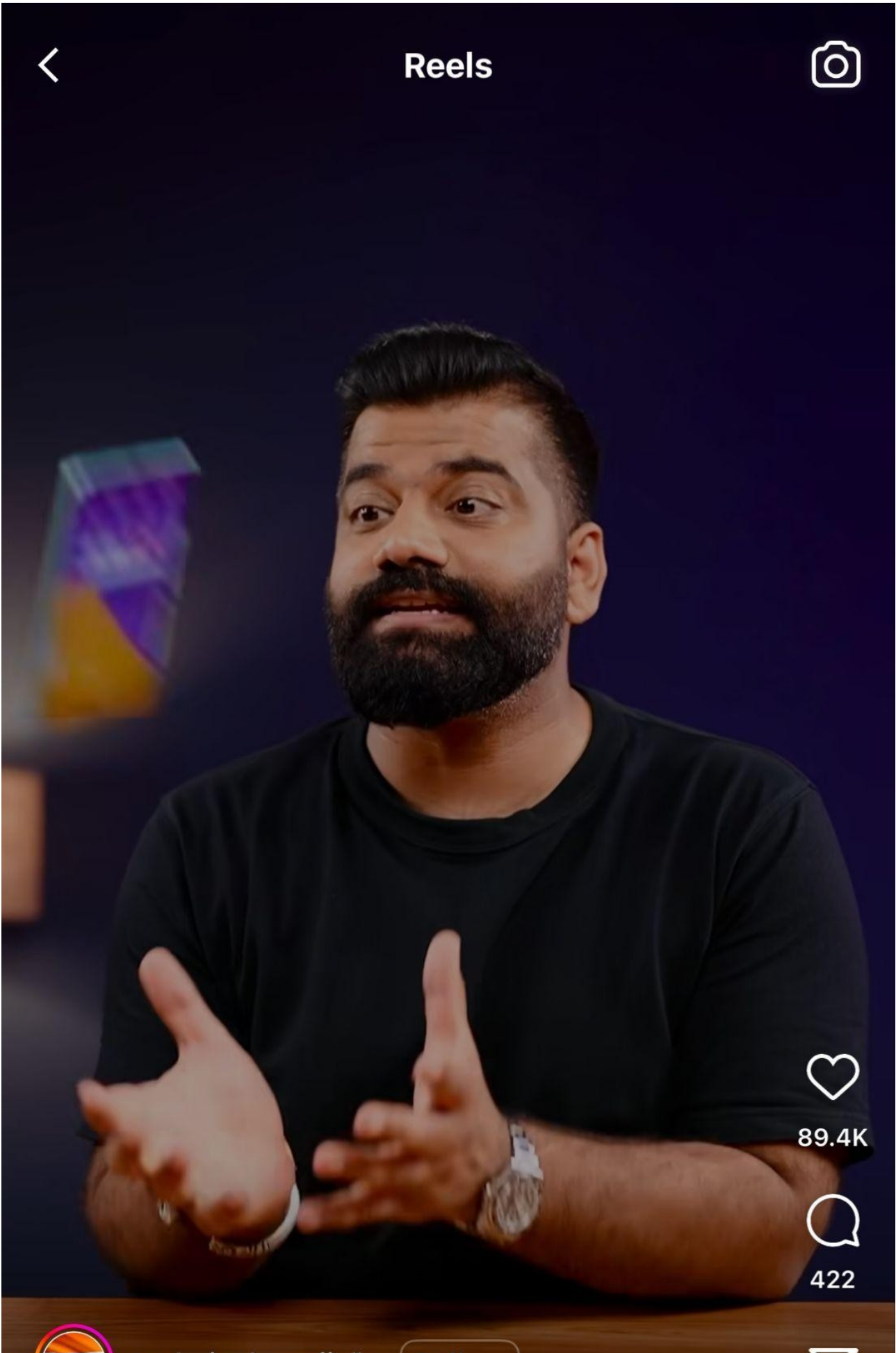
technicalguruji and lava_mobiles

Follow





Reels



89.4K



422





Reels



72.8K



572





Reels



burn the
rule



75.9K



188



techburner and lava_mobiles

Follow



techburner

Follow

Doston ye kuch naya hai!

Myntra me Secretly Airpods mil rahe hain kisi-kisi ko.



237K



1,644





77.6K



451



techburner



Follow



DROP & SHOCK PROTECTION MIL-810H MILITARY GRADE CERTIFIED

Product, Images, Features are for representational purposes only. Actuals may vary.
MIL-STD 810H establishes a methodology for testing products against environmental stresses under controlled laboratory conditions. Motorola uses the U.S. Department of Defense's MIL-SPEC standards to test devices against hazardous physical and environmental conditions to determine durability. Such testing is not a guarantee of future performance under these test conditions. The Motorola Edge 50 Neo was tested against 16 categories and 14 MIL-STD-810H procedures to prove its toughness. Abuse, like that contained in MIL-STD 810H testing, is not covered under Motorola's standard warranty.

motorola Edge 50 Neo Unboxing - 3X Telephoto 📷 120Hz LTPO Display 📱 @ ₹22,9...

481K views 3w ago #motorolaEdge50Neo ...more



Tech Burner 12M

Subscribe



18K



Share



Remix



Download



Description



motorola Edge 50 Neo Unboxing - 3X Telephoto 📷
120Hz LTPO Display 📱 @ ₹22,999 !

18K

Likes

481,062

Views

Sep 16

2024

#motorolaEdge50Neo

#readyforanything

Moto Edge 50 Neo test kar liya jaye !



Subscribe for Tabahi Videos

Flash Sale at 7-8 PM on Flipkart on 16 September !

Link: <https://TechBurner.oia...>

Link: <https://TechBurner.oia...>

razr 50 Ultra



Motorola razr 50 Ultra Unboxing * Biggest Outer Display*
619K views · 2 months ago
Tech Burner

Description



Flip Phone with Biggest Outer Display at ₹49,999 !
Moto Razr 50

9.9K

Likes

295,852

Views

Sep 9

2024

#motorolaRazr50

#ThePerfectFlip

Motorola ka naya flip phone test kar liya jaye !



Subscribe for Tabahi Videos

Link: <https://TechBurner.oia...>

Link: <https://TechBurner.oia...>

00:00 Intro

01:00 moto razr 50 Unboxing



HONOR 200 PRO

Honor 200 Pro - Most CONFUSING Pricing !

174K views 2mo ago #iQOO ...more



PREMIUM Design & CURVED Display - Under ₹15000 ! *Lava Blaze X*

138K views 2mo ago #BlazeX ...more



TechBar 5.14M

Subscribe



5.5K



Share



Remix



Download



vivo V29 Pro Unboxing - DSLR like Camera Pics !



Tech Burner

11.9M subscribers



Subscribed



61K



Share



Download



Clip



Save



Description



vivo V40 Pro Unboxing - Can it Compete Against DSLR ?

25K

Likes

792,631

Views

Aug 7

2024

#ZeissPortraitSoPro

#vivoV40Series

#ProTraits

vivo ka naya camera phone test kar liya jaye !



Subscribe for Tabahi Videos

Link: <https://TechBurner.oia...>

Link: <https://TechBurner.oia...>

...more