

## #UnfairCommercialPractice? UK investigates celebrities over social media promotions

<p><b>Notes &amp; Cues:</b></p>	<p><b>Article:</b></p> <p>Celebrities and influencers who endorse products without labeling their social media posts as paid-for by brands were warned in early August that they were breaking the rules as Britain's regulator launched an investigation into the trend.</p> <p>Recommendation from celebrities and social media influencers who have millions of followers is a growing marketing strategy for brands, but the UK Competition and Markets Authority (CMA) said that such endorsements could mislead customers.</p> <p>"If people see clothes, cosmetics, a car, or a holiday being plugged by someone they admire, they might be swayed into buying it, " said George Lusty, the CMA's Senior Director for Consumer Protection.</p> <p>"So it's really important they are clearly told whether a celebrity is promoting a product because they have bought it themselves, or because they have been paid or thanked in some way by the brand."</p> <p>Brands will pay anywhere from \$10, 000 to more than \$100, 000 for a single social media post, depending on the size, engagement and loyalty of the person's followers, and Unilever said it accounted for "tens of millions" of its 7.7-billion-euro marketing last year.</p> <p>The most famous can earn even more. Reality TV stars Kylie Jenner and Kim Kardashian, singer Selena Gomez and Portuguese footballer Cristiano Ronaldo are the top-paid celebrities per post on Instagram, earning up to 1 million dollars a post, according to social media analytics firm HopperHQ.</p>
<p><b>Summary:</b></p>	