



core™ Creative

# Bord Bia Brand Forum

## Rules of Engagement

## Measurement & Evaluation

30<sup>th</sup> April, 2019

**Rules of  
Engagement**

**Terms of  
Payment**

**Transparenc  
y &  
Disclosure**

**Measuring  
Effectiveness  
s**

**Rules of  
Engagement**

**Terms of  
Payment**

**Transparenc  
y &  
Disclosure**

**Measuring  
Effectiveness**

# Agency-Led Initiatives



core™

Background Checks  
Contract  
Database  
Post activity behaviour

## THE IRISH TIMES

Fri, Apr 26, 2019

NEWS

SPORT

BUSINESS

OPINION

LIFE & STYLE

CULTURE

Companies > Media & Marketing | Financial Services | Agribusiness & Food | Energy & Re

### ‘Background checks’ for online influencers under Core policy

Advertising group brings in formal system for now ‘mainstream’ marketing practice

© Fri, Jun 15, 2018, 05:00

Laura Slattery



Core chief digital officer Aisling Blake: “Influencer marketing hasn’t quite been a free-for-all, but it hasn’t been regulated the way that other messaging has been regulated.”

# Rules of Engagement



core™

## 1. Detailed Brief

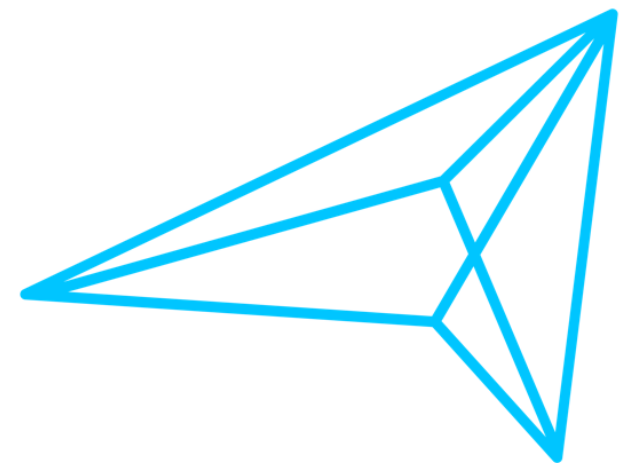
- Campaign Background
- Product Information
- Agreed Activity
- Style Guide
- Agreed Hashtags & Methods of Disclosure
- Deliverables
- Key Dates
- Terms & Conditions

X influencer X x brand

Client:  
Brand:  
Product:

Influencer:  
Activation Date: xx  
Product Date to be Received: xx

  
**Zenith**  
The ROI agency



# Rules of Engagement



## 2. Contractual Agreement

- Influencer Details
- Fee Agreed
- Assignment Timetable
- Assignment Outline
- Deliverables
- Brand Requirements & Guidelines
- Terms & Conditions
- Signed Agreement

Engagement  
Works  
Liability  
Payments  
Term & Termination  
Confidentiality  
Non-Compete

**INFLUENCER / AMBASSADOR AGREEMENT**

The Agreement is made this \_\_\_\_\_ day of \_\_\_\_\_ 20\_\_\_\_ (the "Commencement Date") between Core whose registered office is at 19/18L, Dublin 2, D02 F266 (Company No. 330644) (the "Company") and the supplier named below (the "Influencer", "you", "your").

Your agreement with us completes this form sheet ("the Front Sheet"), the terms and conditions attached to the Front Sheet (the "Terms and Conditions") and any other documents incorporated by specific reference herein (collectively, the "Agreement"). Capitalised terms used in the Terms and Conditions shall have the meaning set out in this Front Sheet, unless otherwise defined.

INFLUENCER/AMBASSADOR DETAILS	
Influencer Individual	[e.g. Max -Core-McDonald] [If the Company is contracting with an individual who is providing their services through a service company, the individual should be identified here]
Address	
Email	
Telephone	
Mobile	
Fax	
Fee Agreed (€)	[e.g. €10,000] [The fee consists of €4,000 payable in two instalments: The first instalment of €4,000 will be paid on [insert date] and the second instalment of €4,000 will be paid within 30 days of completion of the Assignment.] [The Company will pay for the influencer's reasonable expenses incurred in delivery of the Services up to a total of €2,000. Expenses will not be payable unless they are accompanied by suitable documentary evidence. Expenses will be paid within 30 days of completion of the Assignment.]
Bank Account details for payment	
ASSIGNMENT	
Assignment timetable/description	[insert details here, including any milestones]
Assignment outline	

1

INFLUENCER

# Rules of Engagement



## 3. Post-Activity Behaviour / Checklist

### Examples:

- Have they followed ASAI Guidelines?
- Have they included the brand hashtags
- Have they confirmed no filters were used and does the image look over edited?
- Have they done what has been asked in the brief?
- Have they provided us with all brand content for approval?



Format	Area	Checklist	Y/N
<b>Text</b>			
	<i>ASAI guidelines</i>	Have they tagged the brand in a paid for partnership and/or included #Spon #Ad	
	<i>Brand</i>	Have they tagged the brands page	
	<i>Hashtags</i>	Have they included the brand hashtags	
	<i>Errors/Typos</i>	Are there any spelling errors within the text or false information about the products?	
	<i>Tone of voice</i>	Does the text come across natural and fit within the influencers personality? (Rather than over commercial)	
<b>Image/Video</b>			
	<i>Filters</i>	Have they confirmed no filters were used and does the image look over edited?	
	<i>Product</i>	Have they called out the product/ shown the product in their image or videos?	
	<i>Purchase</i>	Have they directed audiences where to purchase? (when applicable)	
	<i>Format</i>	(for partnerships only) Have they provided us with the correct format needed? i.e. image landscape/videos	
	<i>Content</i>	Have they done what has been asked in the brief (i.e. activation/ step-by-step guides etc)	
		Have they provided us with all brand content for approval (i.e. stories/snapchats)?	

Rules of  
Engagement

Terms of  
Payment

Transparenc  
y &  
Disclosure

Measuring  
Effectiveness  
s

**Content is considered a marketing communication where the following occurs:**

1. Where an advertiser makes a **payment** (directly or in kind) to the reviewer/blogger
2. Where the advertiser has **control** over the content that is created

# What do Payment & Control Mean?



core™

## Payment includes:

- Compensation
- Cash
- Free Product
- Free Services
- Reciprocal arrangement
- Akin to benefit in kind

## Control:

- Obligation to create content with direction from a brand owner



# How do these Concepts Apply?

## MARKETING COMMUNICATION

### PAYMENT

Money does not necessarily need to change hands and the payment need not be financial

### CONTROL

The degree of control the marketer exerts – a good benchmark is whether the marketer has final approval of text and visuals.

# FAQs – Monetary Payment



core™

A blogger has been paid to say something positive in a post. Is this a marketing communication?

**Yes, this is a marketing communication as there is payment and control.**



# FAQs – Monetary Payment



core™

A blogger was paid for a **non-bias review with no stipulation** that the review or article had to be positive. Is this an ad?

**While a payment was made to write a review, the advertiser did not exercise control over the content.**

**Accordingly, it is not a marketing communication under the Code.**



# FAQs – Where there is Indirect Payment



core™

A blogger is on a **press trip and sharing on social media**, how should they make it clear that this is a 'freebie'?

**If there is no control over what is being written by the blogger (via the social media) then the content is not marketing communications.**



# FAQs – Where there is Indirect Payment



core™

A blogger received something for free and was asked to write about it on their blog with no stipulation as to what to say. They wrote a positive review and mentioned it a few times across their blog, do they have to disclose?

**While there was payment there was no control by the brand, therefore the original review was not a marketing communication and subsequent mentions would not be marketing communications either.**



# FAQs – No Payment is Exchanged



core™

A blogger writes a piece for his/her own site, with no control from the advertisers, but **separately the travel company had paid for the travel and accommodation costs** to visit a specific destination, and commissioned the blogger to write them a piece for the company website.

Does the blogger need to disclose?

**The blogger needs to disclose the piece commissioned by the advertisers but not the piece written for his/her own website, as this content is not subject to control by the advertiser nor required by them.**



ASAI

# FAQs – No Payment is Exchanged



core™

A blogger goes on a press trip **on the basis that certain content will be created** and/or is shared. Is disclosure required?

**Yes, disclosure is required.**

A blogger is offered free service or product **on the basis of creating a positive review** or using content produced by the advertiser. Is disclosure required?

**Yes, disclosure is required.**



Rules of  
Engagement

Terms of  
Payment

Transparenc  
y &  
Disclosure

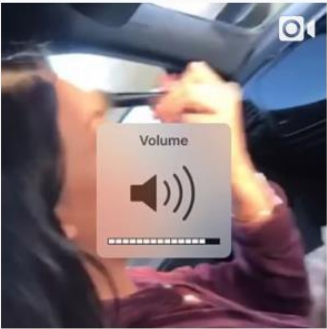


Measuring  
Effectiveness  
S

**bloggersunveiled**  
148 posts   40k followers   48 following

**Bloggers Unveiled** Influencers Dissembled 🚗🗑️ No threatening DM's will be replied to or heeded. We take no responsibility for any comments left under our posts. 🙄

[evolve.ie/2018/03/25/showbiz/gossip/bloggersunveiled-snapchat-drivers-rsa](https://www.evolve.ie/2018/03/25/showbiz/gossip/bloggersunveiled-snapchat-drivers-rsa)

Followed by lolol52, kirstiemcdermott, jacqmunnelly + 37 more

## 'Things have taken a nasty turn': Bloggers Unveiled account shuts down

The account claimed to hold bloggers and social influencers accountable for misleading their followers.

Aug 2nd 2018, 8:07 PM   48,337 Views   33 Comments   [Share](#) 162   [Tweet](#)   [Email](#) 3

AN ANONYMOUS INSTAGRAM account which acted as an unofficial watchdog of the Irish blogger community has shut down as interest in the identity of its creator intensified.



Bloggers Unveiled billed itself as a platform that highlights behaviour by bloggers but it was also at the centre of a number of controversies.

The private account had accumulated 222,000 followers with a mass of Irish people sending it their complaints about the questionable behaviour of influencers in the fashion and beauty industry.

**RTE** News Sport Entertainment Business Lifestyle Culture Player TV Radio More

Lifestyle > Living | Parenting | Health & Fitness | Budgeting Tips | Podcast

## Bloggers Unveiled account closed down: What happened and why?

Updated / Thursday, 2 Aug 2018 08:28



# The Code Consequences of Influencer Promotion



core™

When a blogger enters into a commercial arrangement with an advertiser to promote the company's products or services through platforms under their own control then they are effectively acting as a publisher.

A blogger consequently has a responsibility to indicate to their readers what material is marketing communications.

Where bloggers are paid to promote a brand's products, it must be clear that the content/material is marketing communication.



# Recognisable Labelling



core™

#ad  
#sp  
#spon  
#workwith  
#paidpartnership  
#brandambassador



rosieconxxx Follow

rosieconxxx Last week I got to check out the brand new Koleos from @michael\_grant\_renault and fell in love with it... 😊 I've always loved big SUV's and this one has so many great features too! To celebrate the launch, I am giving away a €200 BEAUTY HAMPER full of some of my favourite makeup and beauty bits (closer look on Snapchat) ☑️💎 All you have to do to win is head to the Michael Grant Renault FB page and watch our recent video on the Koleos... then come back here and comment below your fave feature ☑️☑️ Winner will be announced on the 27th July. Good luck! 🍀🌟 #MichaelGrantRenault

#Koleos #BrandAmbassador #Ad #Giveaway

Load more comments

catherinemockler94 Just watched it on my...  
❤️ 💬

2,315 likes

JULY 21

Add a comment...

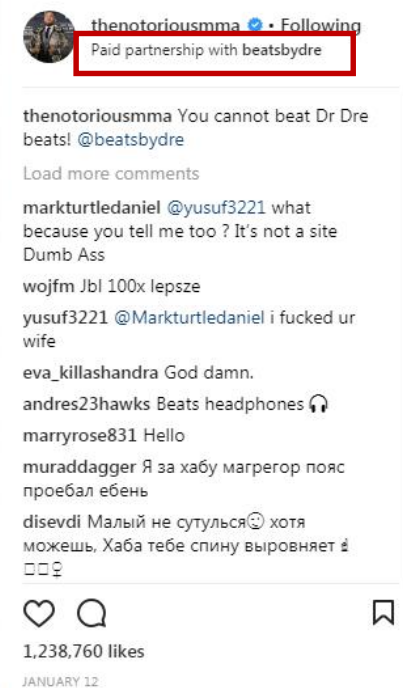
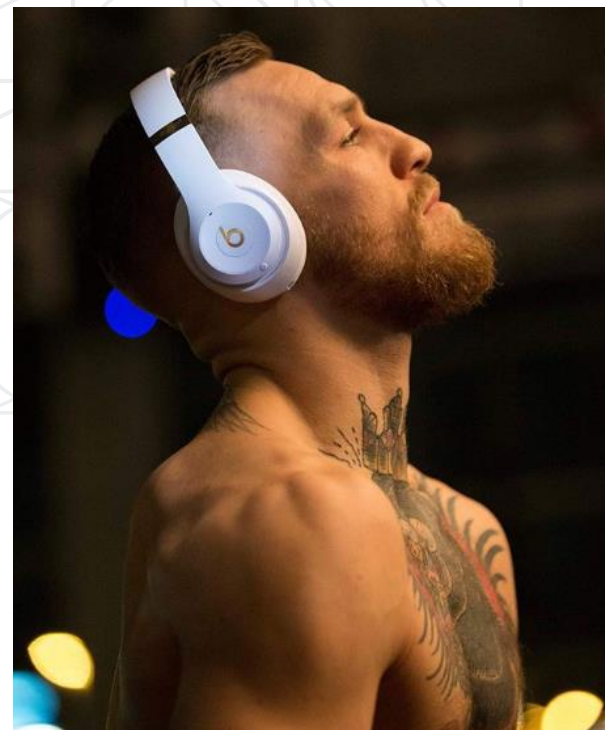


# Acceptable Hastags under the Code

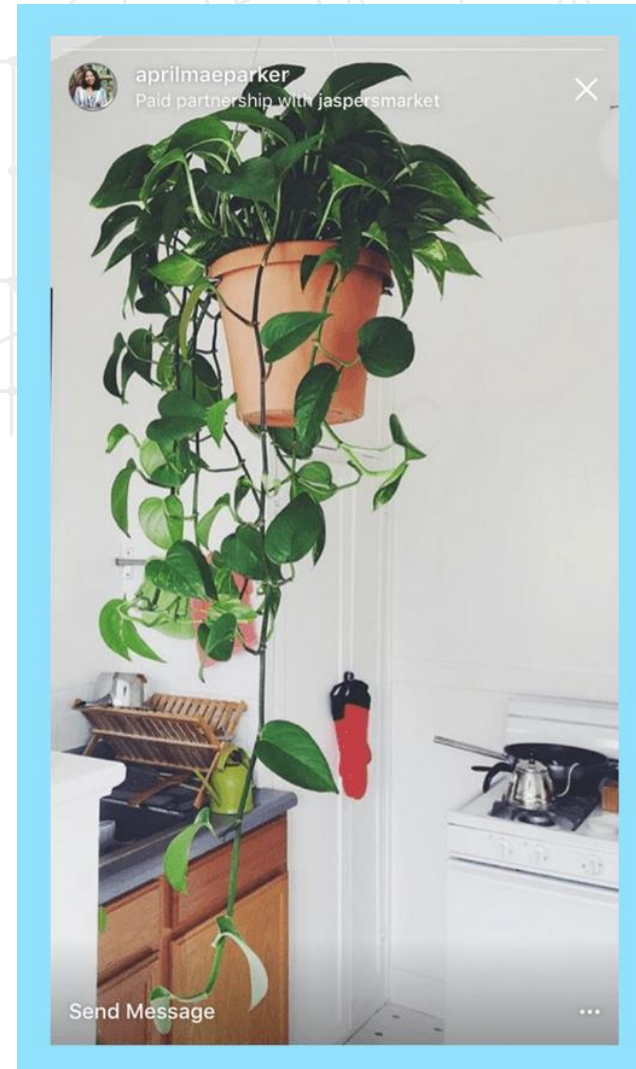
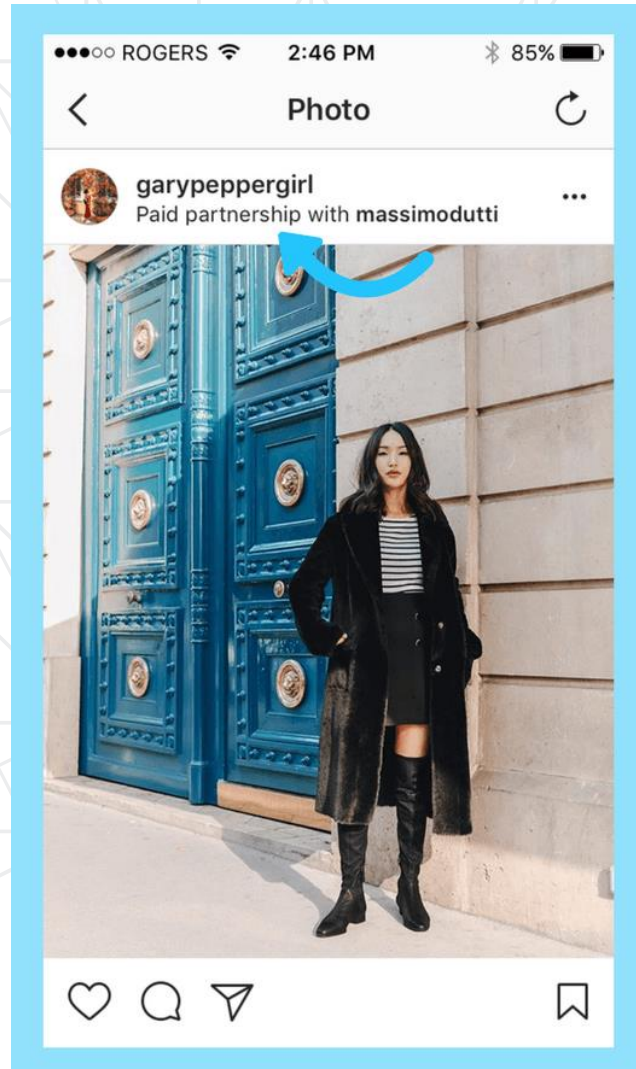


core™

#ad  
#sp  
#spon  
#workwith  
#paidpartnership  
#brandambassador



# Paid Partnerships w/ Instagram



**Rules of  
Engagement**

**Terms of  
Payment**

**Transparenc  
y &  
Disclosure**

**Measuring  
Effectiveness  
s**

# Measuring Effectiveness



**VISIBILITY**



**ENGAGEMENT**



**CONTENT**



**REVENUE**

Thank you.

**Rob Shine**

[rob.shine@onecore.ie](mailto:rob.shine@onecore.ie)

