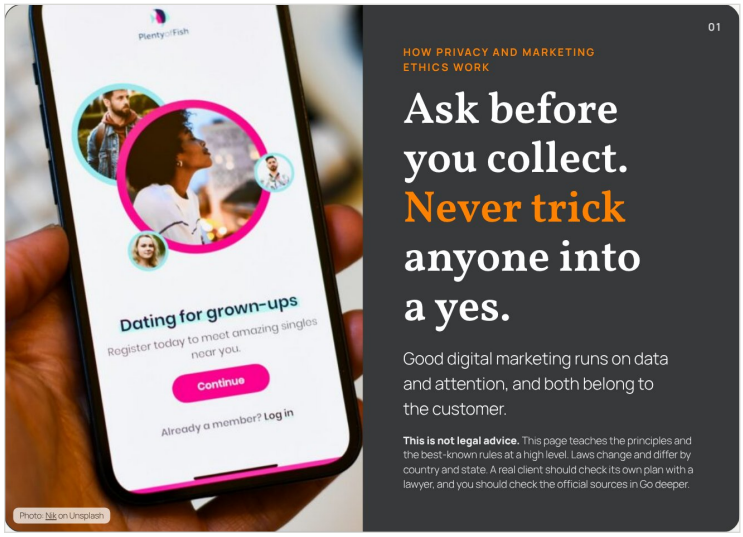
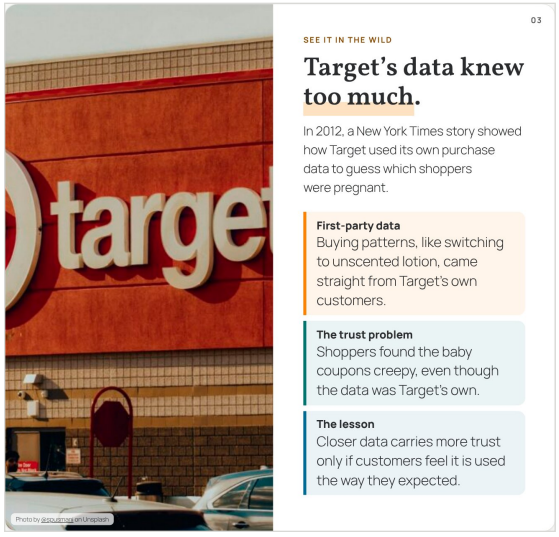


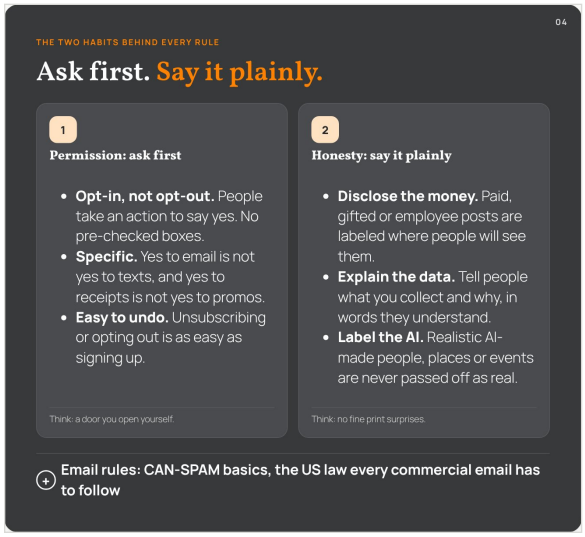
Slide 1



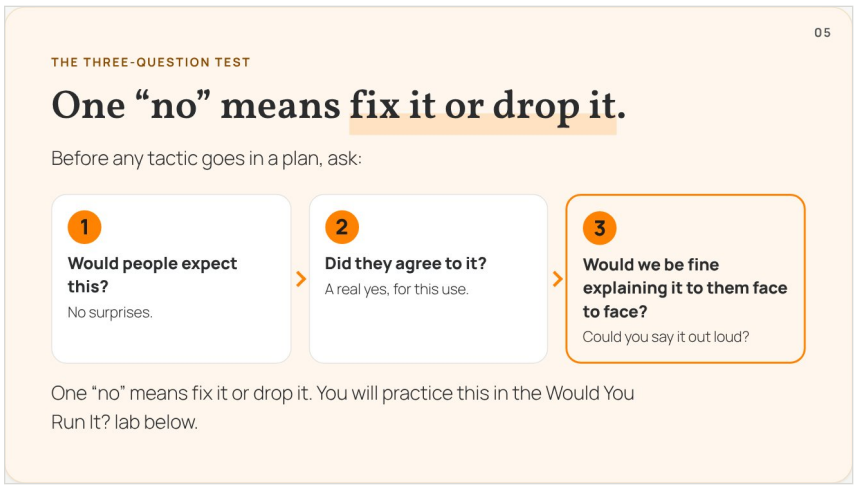
Slide 2



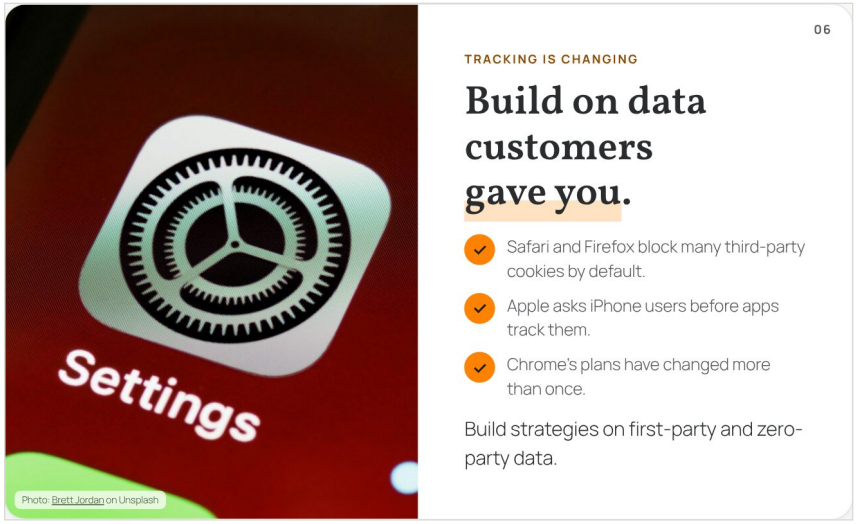
Slide 3



Slide 4



Slide 5



Slide 6

07

TRUST IS THE STRATEGY

Ethical marketing is also durable marketing.

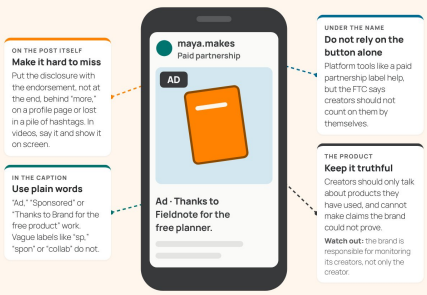
Every tactic on this page that crosses the line also tends to backfire: spam complaints, ad account bans, angry comments, lost customers.

Slide 7

08

INFLUENCERS, ENDORSEMENTS AND REVIEWS

If there is a connection, say so where people will see it.



What counts as a material connection

Reviews

Slide 8

SEE IT IN THE WILD

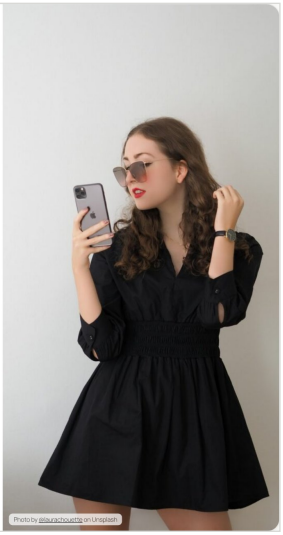
Lord & Taylor's dress post broke the rule.

In 2016, the FTC settled with the retailer after it paid fashion influencers to post the same dress without saying it was an ad.

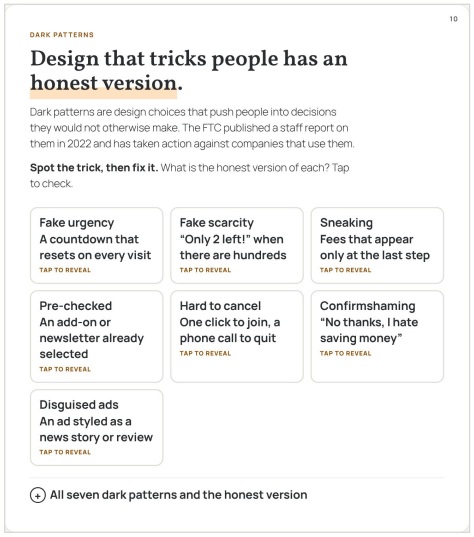
What happened
Dozens of influencers posted photos of one paisley dress on the same weekend, and it sold out.

What was missing
No clear "ad" or "sponsored" label on the posts themselves.

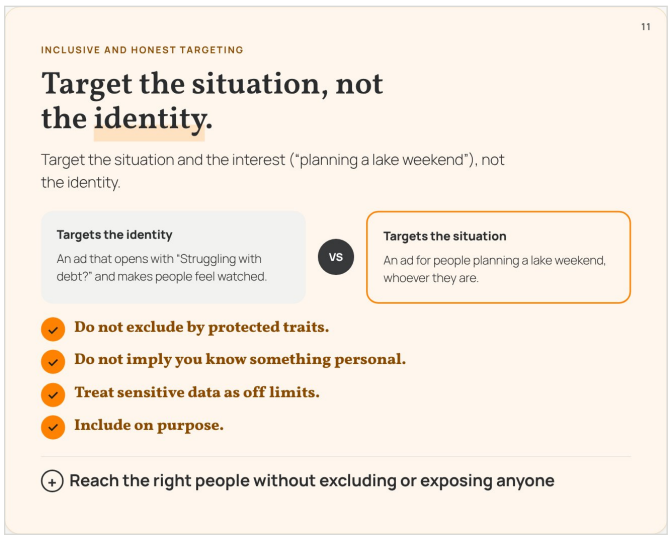
The fix
Say it in plain words, on the post, where people will see it.



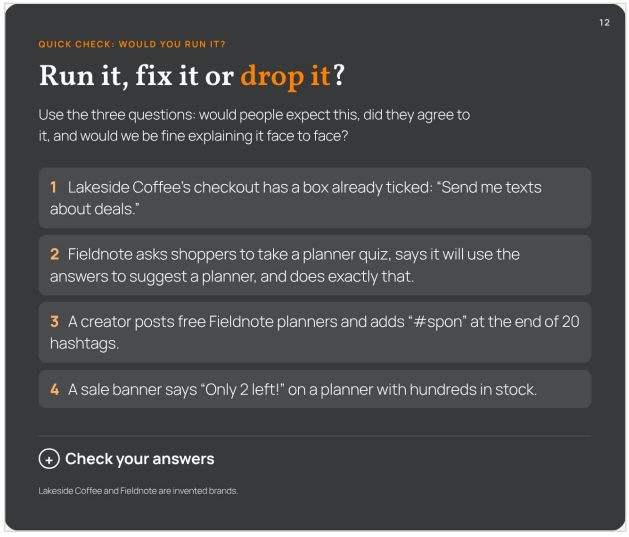
Slide 9



Slide 10



Slide 11



Slide 12