

From: s 22
To: s 22
Cc: s 22
Subject: TikTok influencer finding [SEC=UNOFFICIAL]
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FYI - recent adstandards finding against an advertiser for not providing clear attribution of advertising content by an influencer on TikTok.

In summary, if it looks like a duck, and quacks like a duck, content can be judged as advertising irrespective of claims that there was no paid component and therefore appropriate acknowledgement of the source is required.

<https://adstandards.com.au/sites/default/files/reports/0222-21.pdf>

Regards

s 22
Director
Communications Advice