# Community perceptions of clearly distinguishable advertising

## Excerpt from page 10: Guidance for future determinations

A list of items that may be considered as a starting point for what to look for in future complaints related to Section 2.7 of the Code was created using the information gathered during both the online discussion board and the online survey. A limitation to note is that it is based on a limited selection of advertisements that have received complaints under Section 2.7. It would be useful to repeat this exercise in future with a larger number of advertisements.

After analysing the data, the items have been broken down into three tiers of importance. The first tier being those items that were of most importance to participants when determining why they considered something to be clearly distinguishable as advertising.

If a potential advertisement meets all four of the first tier criteria, then the Community Panel can be confident that it is clearly distinguishable as advertising. If one or more of the first tier criteria are missing or lacking, there will likely be greater confusion or uncertainty amongst the target audience and the potential advertisement will need greater scrutiny.

**Figure 1:** **Tiers of items that participants use to determine whether advertising is clearly distinguishable as such**

| First Tier (highest importance) | The person/people in the post/image look like they are modelling |
| | The imagery/photography/videography looks staged |
| | The post contains tags and/or hastags of the brand or product |
| | The brand/product/service is central to the post/layout/article/video |

| Second Tier (middle importance) | The label on the product is visible |
| | The language used sounds like advertising |
| | The imagery/photography/videography looks professional |
| | The post/layout/article/video makes the product appear desirable |

| Third Tier (least importance) | It was posted/written by a prominent person or celebrity that would post advertisng |
| | Advertising is to be expected in the format on this channel |
| | The logo of the brand/product/service is visible |

Ad Standards