

NATIVE ADVERTISING PRINCIPLES

OBJECTIVES

This document outlines best practice principles in relation to disclosure of native advertising in online digital formats. The objective of the principles is for a reasonable consumer to be able to distinguish between what is paid advertising content vs what is editorial content.

WHAT IS NATIVE ADVERTISING?

In these principles, native advertising is defined as paid for content that is assimilated to appear like surrounding editorial content in the online environment. These principles also incorporate native advertising distribution methods in automated content aggregator and content matching tools.

REGULATORY FRAMEWORK APPLYING TO NATIVE ADVERTISING

The AANA Code of Ethics is the core self-regulatory code that applies to advertisements and other forms of marketing communications to ensure they are legal, decent, honest and truthful and prepared with a sense of obligation to consumers and society. You can read the AANA Codes here <http://aana.com.au/self-regulation/codes/>

Complaints about the content of advertising in Australia are handled by the Advertising Standards Bureau. You can read more here <https://adstandards.com.au/>

The AANA Code of Ethics defines **advertising or marketing communications** as *any material which is published or broadcast using any Medium or any activity which is undertaken by, or on behalf of an advertiser or marketer, and*

- *Over which the advertiser or marketer has a reasonable degree of control, and*
- *That draws the attention of the public in a manner calculated to promote or oppose directly or indirectly a product, service, person, organisation or line of conduct.*

Native advertising falls within this definition and the AANA Codes apply to the content of the advertisement or marketing communication – the “what” of the advertisement. The purpose of these principles is to provide guidance on the placement or way in which native advertising is displayed to the consumer – the “how” of the advertisement.

PRINCIPLES

Brand owners, marketing practitioners and publishers should follow the three principles below when entering into an agreement with a third party to publish marketing content on their behalf for a brand, product or service using native advertising formats or via native distribution formats. All parties must agree to:

1. Provide consumers with prominently visible cues to enable them to immediately understand that they are engaging with paid for marketing content that is not editorially independent. This can be achieved by a range of means including the use of:
 - Prominent brand logos around or within the native content to clearly display the brand's association to the content.
 - Different design formatting by the publishers and/or provider of a native advertising format, such as fonts or shading to mark it as being different to accompanying editorial content.
2. Ensure that publishers and/or providers of native content distribution use a prominently visible label that demonstrates in clear language that a commercial arrangement is in place.
3. Ensure that the content of all advertising and marketing communications adhere to the AANA Codes.