

The explosion of digital channels has transformed the way in which people understand and interact with our brands. This is now the arena where our consumers want to engage with us. Although we have achieved significant progress in strengthening and expanding marketing codes of practice, digital media presents evolving opportunities with better data and technology. The members of the International Alliance for Responsible Drinking (IARD) are determined to use these opportunities to set robust standards.

We have already put in place five key safeguards our Digital Guiding Principles for our online marketing channels, which seek to ensure that our marketing is only directed at those who can lawfully buy our products. In addition, we have established a unique partnership with the leading platforms, as part of ongoing efforts to prevent minors from seeing or interacting with alcohol marketing online. As influencer marketing becomes more widely used, we are determined to ensure that this marketing abides by national marketing codes and regulation; is decent, honest, and truthful; and prevents minors from seeing posts.

Through the influencer guiding principles below, we support and recognize the responsibility for disclosure and transparency – so that it is clear that a post is marketing content. We are working together to implement robust standards of influencer and endorser disclosure, alongside clear posting guidelines on digital platforms. We do not want minors to see alcohol marketing and the principles set out, strengthen existing safeguards to prevent minors from seeing influencer marketing.

The principles will be incorporated into our business practices and through contracts with all those involved within the supply chain. We will engage with influencers, through our agencies and partners, to provide them with responsibility information and tools; also we will ask them to join us in helping to reduce the harmful use of alcohol and promoting greater understanding of responsible drinking.

We will continue to work with digital platforms to advocate for platform-wide changes that support influencers to market responsibly to those above the legal purchase age.

## DEFINITION OF INFLUENCER MARKETING

An influencer is an independent third-party endorser who shapes audience attitudes through blogs, posts, tweets, and the use of other social media including game streaming platforms. Influencer posts are considered marketing (instead of user generated content) when the influencer has received compensation through financial remuneration or there has been some form of editorial control by the advertisers ([European Advertising Standards Alliance \(EASA\) definition](#)).

## THE INFLUENCER GUIDING PRINCIPLES

The IGPs comprise five safeguards that apply to paid, incentivized, and unpaid influencer content where there is a contractual or other material relationship in place between the producer and the influencer. The principles cover the selection, engagement, and monitoring of influencers.

### SELECTION

1. Where available, all paid influencers must use age-affirmation mechanisms on digital platforms to prevent minors from seeing this content. Age-affirmation mechanisms on posts has not yet been adopted by all platforms and IARD members will continue to advocate for effective age-gating mechanisms on sites used by influencers. When utilizing those platforms where age-affirmation mechanisms for influencers are not yet effective, paid influencers should be aged at least 25 years and primarily appeal to audiences above the legal purchase age.
2. Influencers used in the digital marketing and advertising of alcohol should be vetted and, to the best of the producer's knowledge, should have no reputational association with harmful use of alcohol, and should not feature posts that would not be compliant with the standards around irresponsible drinking behaviors outlined in our alcohol marketing codes.

### ENGAGEMENT

3. For paid content, all influencers should have a written agreement with the beer, wine, and spirits brand or its agency, signed by both parties. This should include:
  - a) Information linking to legal requirements relevant to national or regional context, or both
  - b) Disclosure guidelines – asking influencers to clearly and conspicuously disclose their link to the brand so that it is clearly presented as marketing content
  - c) Responsibility guidelines – asking the influencer to comply with the company's responsible marketing code including ensuring that content does not condone or encourage illegal behavior or excessive consumption
  - d) Best-practice tools for influencers when engaging on social media platforms, for example, information on branded content pages and details on how to age restrict their posts
  - e) Feedback mechanisms so that influencers can flag any engagement or issues around responsible drinking with an agency or brand

For content featuring gifted products, influencers should be provided with clear terms of engagement that include disclosure guidelines and a requirement to follow the company's responsible marketing code.

### MONITORING

4. Influencer posts must be monitored by brands or their agencies for compliance and the influencer should fix or remove them within 72 hours if they are not compliant. If the influencer does not address issues within 72 hours of notification, or repeatedly posts non-compliant material, then we will reassess our relationship with them.
5. Brands should regularly audit and monitor campaigns for compliance.