



Responsible advertising

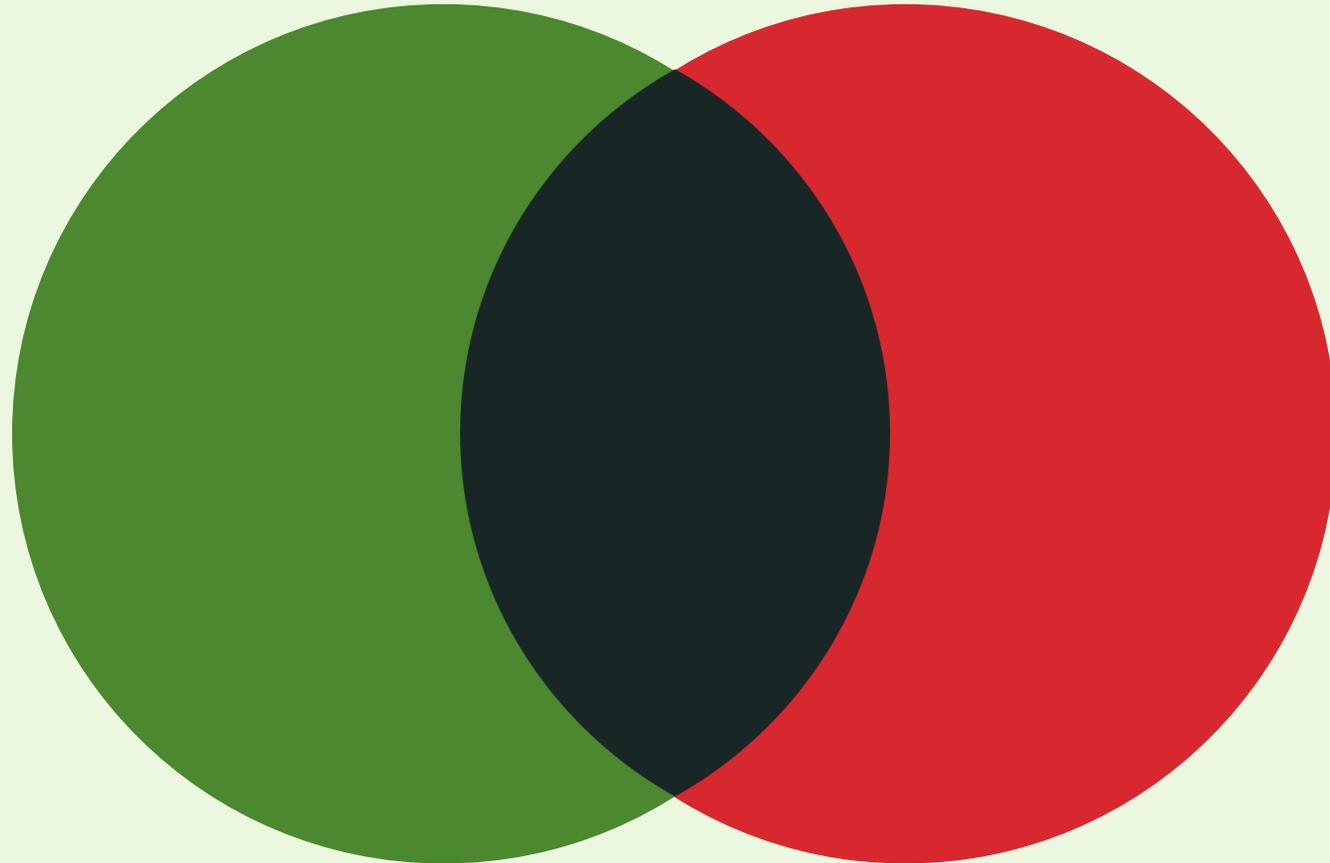
A brief introduction to Dutch advertising self-regulation & influencer marketing



Workshop EAO 21.11.2025

Purpose of self-regulation

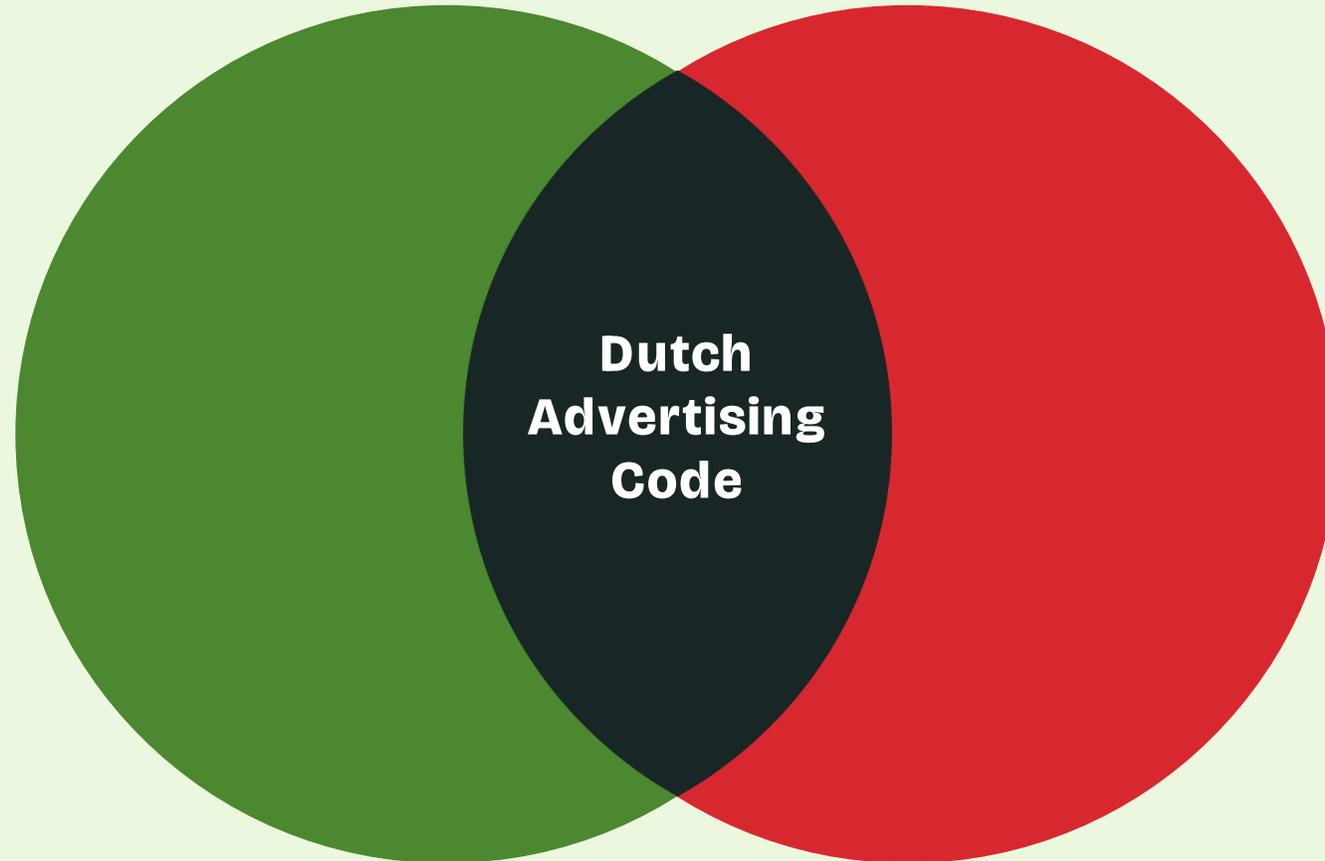
Promoting responsible advertising & enhancing consumer trust



Purpose of self-regulation

Promoting responsible advertising & enhancing consumer trust

**Proactive
services**



**Complaints
procedure**

Purpose of self-regulation

Promoting responsible advertising & enhancing consumer trust

**Proactive
services**

**Copy Advice, Training,
Awareness & Monitoring**

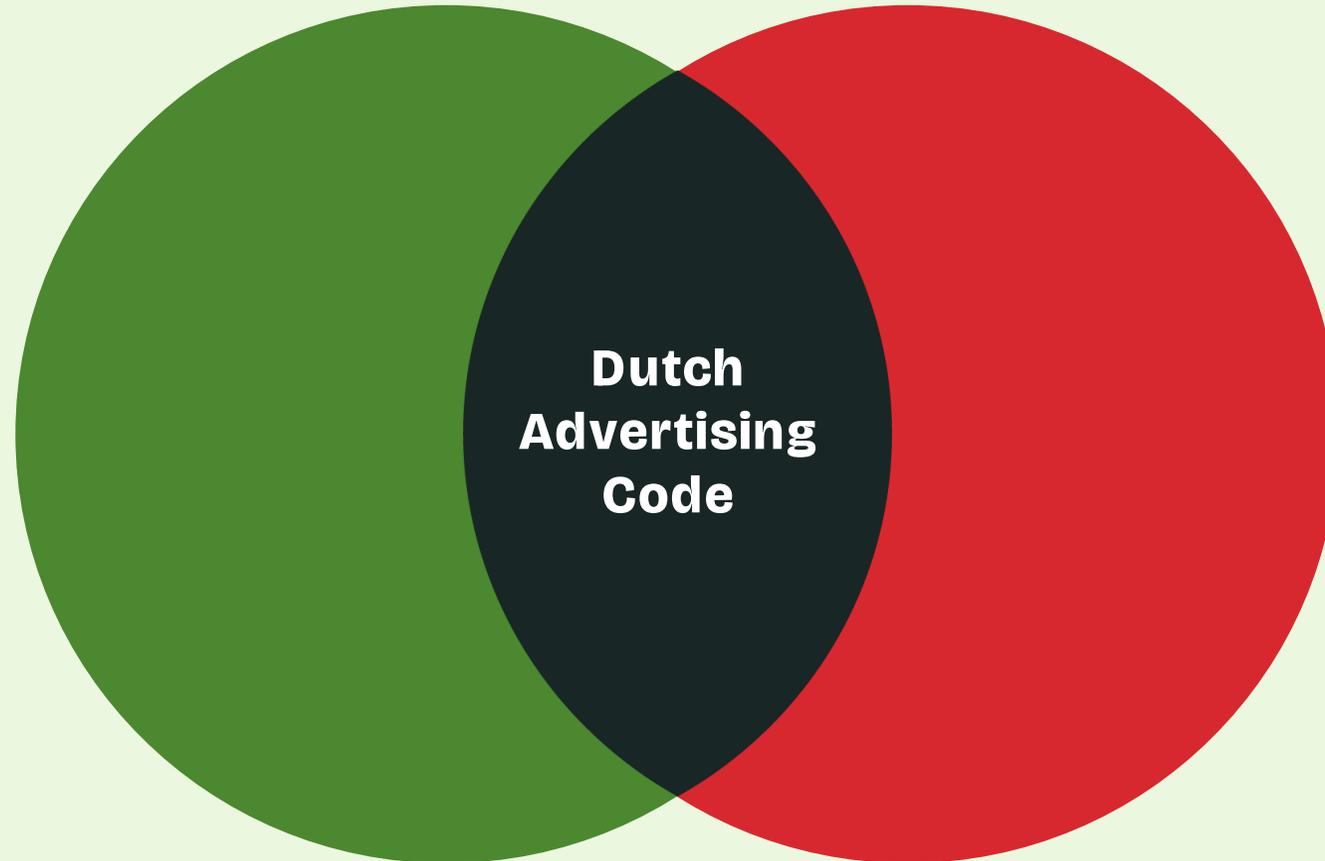
**Advertising Code
Committee
&
Board of Appeal**

**Complaints
procedure**

Purpose of self-regulation

Promoting responsible advertising & enhancing consumer trust

**Proactive
services**



**Complaints
procedure**

Organisation

SRC PLATFORM OF PARTICIPANTS

ADVERTISERS

**MEDIA/
CHANNEL**

**ADVERTISING
AGENCIES**

**CONSUMER
ADVISORY
COUNCIL**

Recognition SRC

**“LEGAL BACKSTOP”-MODEL:
SELF-REGULATION APPLIES
IN ADDITION TO
LEGISLATION**

**RECOGNITION OF SRC BY
DECREE AS ENTITY WITH A
LEGITIMATE INTEREST**

**RECOGNITION OF SRC IN
MEDIA ACT**

All media institutions including advertising in programme content are affiliated with the Dutch Advertising Code and are subject to supervision of the Dutch Advertising Code Authority (SRC)

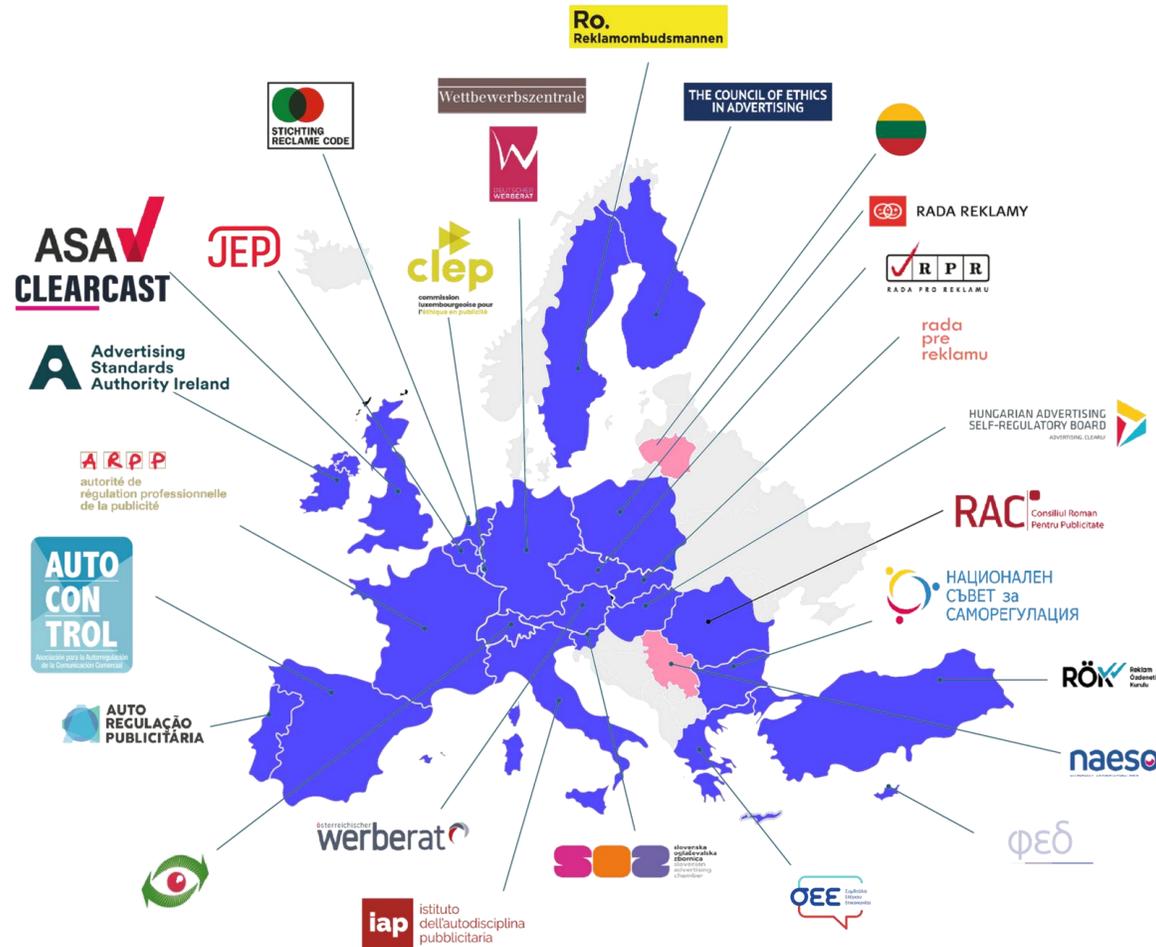
Benefits of self-regulation

- **Ensuring high level of consumer protection**
- **Easily accessible complaints procedure with swift assessment by independent jury of qualified experts**
- **Easy to adapt, taking account of practice and technological developments (stimulates innovation)**
- **Broad support leads to high compliance**
- **Creating a level playing field for businesses**



International network

Self-Regulatory Organisations (SROs)



Dutch Advertising Code

What does it regulate?

A GENERAL PART

- Advertising should be **legal, decent, honest and truthful**
- Advertising must always be **recognizable as such**
- Rules apply to **all media & platforms**

B SPECIAL ADVERTISING CODES

- Rules for **specific products or services**, such as alcohol & food
- Cross-industry rules for **sustainability claims** and for **children**
- Rules for certain methods of **distribution** (e.g. letterbox, e-mail, **social media**)



STICHTING
RECLAME CODE



Influencer marketing

Recognizability on social media

- **Advertising Code for Social Media & Influencer Marketing** new update in 2026
- **Main rule:** be transparent about advertising on social media
- **Social Media & Influencer Marketing:** marketing activities of an advertiser via social media with the help of distributors (influencers, YouTubers & other online content creators), whether or not on assignment
- **Relevant relationship** with advertiser? (payment or any other benefit) Disclose it!
- Influencers that qualify as 'mediaservice on demand' need to affiliate with SRC



Influencer Certificate

Part of

Ad Ethics



In cooperation with:



Supporting advertisers:

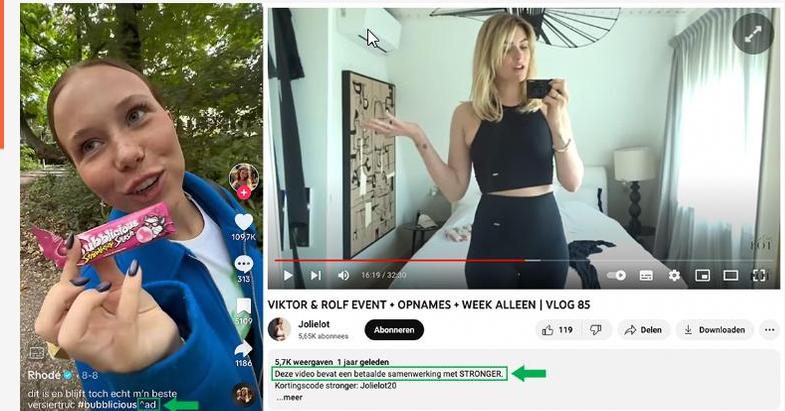


E-learning for and from influencers

2.2 - Wie is verantwoordelijk?

en de influencer voornamelijk vanuit het mediarecht.

Adverteerder én influencer verantwoordelijk



Voorbeelden van juiste vermeldingen die zichtbaar zijn zonder op 'meer' te hoeven klikken



1.1 - Waarom regels?



Mensen kijken en luisteren naar hun favoriete creators om een product of een levensstijl in actie te zien. Influencers en creators hebben veel invloed en worden gezien als een betrouwbare bron. En dat willen we graag zo houden!

HOOFDSTUK 2 - TRANSPARANTE RECLAME

17%

- Introductie
- 2. Reclamerregels
 - 2.1 - Welke regelgeving is er?
 - 2.2 - Wie is verantwoordelijk?
- Vermelden van reclame
 - 2.3 - Waarom transparantie? Gesloten
 - 2.4 - Wanneer vermelden? Gesloten
 - 2.5 - Voorbeeld: persreisie Gesloten
 - 2.6 - Vermeldingen Gesloten
 - 2.7 - Welke vermelding?

3.10 - Reclame

Zodra je content maakt die bedoeld is om kijkers een bepaald product te laten kopen, maak je reclame. De adverteerder heeft bij deze vorm van reclame ook vaak invloed op de content.

Hierbij kun je denken aan:

- Het aanbieden van een persoonlijke kortingscode
- Het delen van een affiliate link
- Een betaalde samenwerking



Influencer Monitor

Making Influencer Marketing Visible, Traceable And Accountable.

- **Youtube, Instagram & TikTok**
- **Tool scans thousands of posts**

Search by...

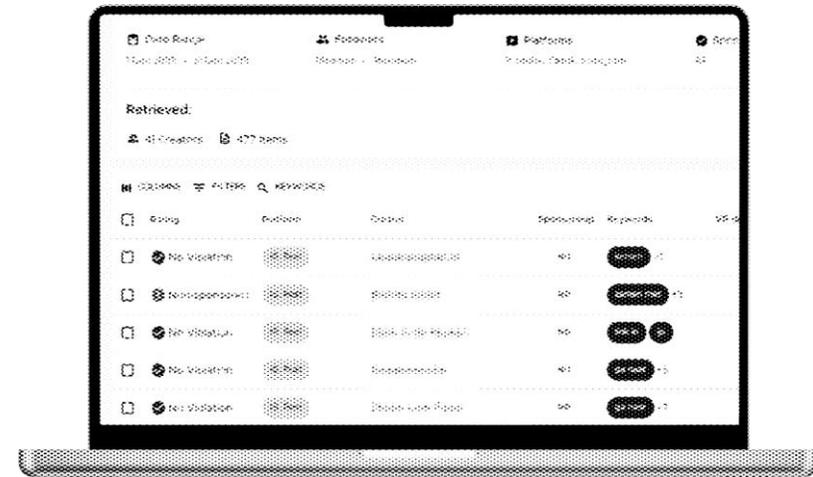
- ✓ Description
- ✓ Tags and hashtags
- ✓ Narration
- ✓ Text in the picture

Possible violation?

- Advice Compliance department
- Revocation of certificate/Jury case

Why monitoring?

- Service certified influencers
- Feedback e-learning
- Guarantee certificate and register



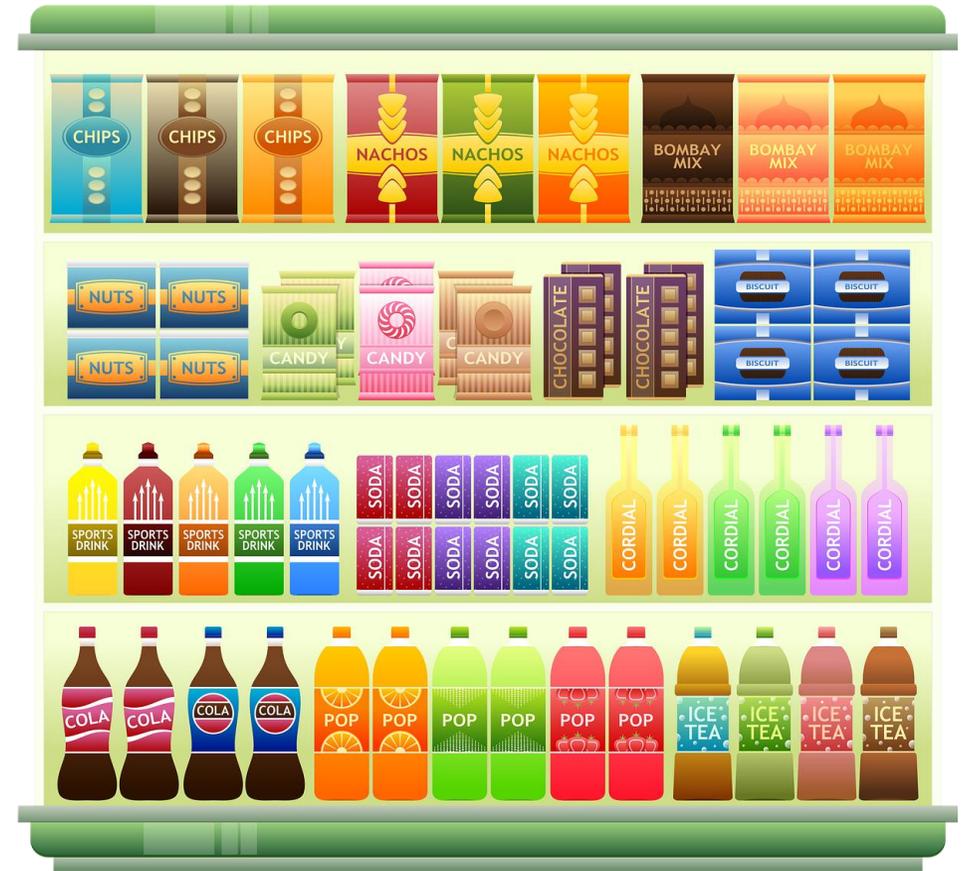
Why certification works

Using the **Influencer Monitor**, over 1,000 posts by **certified influencers** were analysed — both before and after they completed their training. The result? Compliance more than doubled.

25%  **60%** 

Responsible food advertising

- Advertising Code for Food Products
- No advertising for HFSS-foods to children under 13 years old including social media advertising & influencers
- Industry association (FNLI) & Advertisers Association (bVA) launched Guidance for Content Creators & Food Advertisers
- Included in eLearning Influencer Certificate
- SRC participates in FNLI-trainings for food marketers
- Influencer Monitor detected hardly any violations

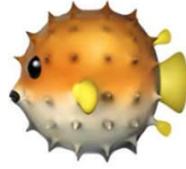


Responsible alcohol advertising

- Advertising Code for Alcoholic Beverages
- No advertising specifically targeted at minors **including social media advertising & influencers**
 - No partnerships with influencers under 25 years, who clearly look younger than 25 years, who's followers consist of more than 25% minors or who are active top athletes.
 - Include #NIX18 & opt. responsible drinking message
 - Use 18+ filters on social media platforms
 - Don't show excessive consumption
- Included in eLearning **Influencer Certificate**
- Alcohol industry association STIVA also uses SRCs **Influencer Monitoring tool** to monitor compliance with self-regulation (97%) & regularly gives **trainings**



Awareness campaign



Online on Instagram,
TikTok & Snapchat but
also on TV and in
outdoor media





STICHTING
RECLAME CODE

VOOR
VERANTWOORDE
RECLAME

Thank you!
Any questions?