

Other material**Other material**

Member State: Finland

Title: Recognisability of advertising in blogs

Emanating from: Consumer Ombudsman

URL: http://www.kuluttajavirasto.fi/File/fbfb5981-68a1-4e80-9370-9da682352fea/Mainonnan_tunnistettavuus_blogeissa.pdf

Keywords: advertisement, product marketing, product placement

Directive Articles

Unfair Commercial Practices Directive, [Chapter 2, Section 1, Article 6, 1., \(a\)](#) , Unfair Commercial Practices Directive, [Chapter 2, Section 1, Article 6, 1., \(b\)](#)

Headnote

The policy line states that marketing in blogs should clearly indicate its commercial purpose and the party on whose behalf the marketing is carried out, especially in relation to professional bloggers. Also unprofessional bloggers should avoid subliminal advertising.

Many companies use blogs as marketing channels by making cooperation agreements with bloggers or by sending them their products as gifts. The aim is that the blogger would promote the sales of the product or service by recommending it in the blog. On the other hand, bloggers can also actively acquire advertisements for their blogs and earn money with them. The policy line emphasizes that an enterprise should instruct all bloggers to openly disclose cooperation and benefits that they have received. It is important for a blogger to mention the company's name in connection with the product, and that he or she has received the product from the company as a gift or for evaluation.

The view taken by the Consumer Ombudsman and the stipulations in the Consumer Protection Act do not apply to private individuals, for whom blogging is a hobby. However, they end up engaging in marketing on behalf of a company whenever they receive gifts from them. It is therefore good for hobbyist bloggers to also pay attention to the recognisability of advertising, and in thus, would reduce hidden advertising on their own part.

General Note**Full text**

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