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News Coverage of Press Release

**“CCP issues warning to Influencers, Content Creators,
for false endorsements”**

CCP warns influencers, advertisers against false endorsements

RECORDER REPORT

ISLAMABAD: In light of recent trends and consumer behaviours, the Competition Commission of Pakistan (CCP) has issued a stern warning to the influencers, content creators, and advertisers regarding false and misleading endorsements that are being publicized by them while advertising different products or services across various platforms.

Similarly, the consumers are encouraged to remain vigilant and report any instances of deceptive advertising to the Commission.

Influencer marketing has become an integral part of modern advertising strategies with social media platforms serving as key avenues for brands to reach their target audience. An influencer-driven marketing campaign is a promotional strategy that leverages the popularity, credibility, and reach of social media influencers to endorse or promote a brand, product, or service. Online endorsements by celebrities play an important role in helping con-

sumers make their shopping decisions.

The endorsements are particularly helpful when consumers buy goods or services whose quality may be hard to assess before their utilization. The information that endorsements provide may help consumers to make faster and more confident decisions. It has the potential to boost competition amongst businesses on their products' reliability or the quality of services they offer. It can also make it easier for small businesses and new entrants to enter a market or to expand.

However, with the proliferation of influencer-driven marketing campaigns, there has been a rise in deceptive marketing practices that pose serious risks to unwary consumers. The Competition Commission of Pakistan (CCP) has noticed that certain influencers and endorsers are making false and misleading endorsements to attract consumers. It is, prima facie, a violation of Section 10 of the Competition Act, 2010 being a deceptive marketing practice. The

Commission has already issued comprehensive "Guidelines on Section 10: Deceptive Marketing Practices", wherein it has been clarified that false or misleading 'Endorsements/Testimonials' are prohibited.

An endorsement is false or misleading if the endorser offering the testimonial has not disclosed his material connection with the product or service being endorsed. He is required to disclose whether he is a real user of the product or service or a paid performer or an employee of the company/brand or a recipient of a free product or service for offering the user testimonial or endorsement as an influencer; a celebrity or an opinion leader.

By working together with the stakeholders, the CCP can ensure free competition and protect the rights of consumers. The CCP will take strict action against all those engaged in deceptive marketing practices under Section 10 of the Competition Act, 2010. The Commission is fully committed to performing its duties optimally.

CCP warns content creators against false endorsements

By Kalbe Ali

ISLAMABAD: The Competition Commission of Pakistan (CCP) has warned influencers, content creators and advertisers against making false and misleading endorsements while advertising different products or services at various platforms.

Similarly, it advised the consumers to remain vigilant and report any instances of deceptive advertising to the commission. The watchdog said it would take strict action against those engaged in deceptive marketing practices, under Section 10 of the Competition Act 2010.

Influencer marketing has become an integral part of modern advertising strategies with social media platforms serving as key avenues for brands to reach their target audience.

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However, with the proliferation of influencer-driven marketing campaigns, there has been a rise in deceptive marketing practices that pose serious risks to unwary consumers.

The CCP has noted that certain influencers and endorsers are making false and misleading endorsements to attract consumers. It is, prima facie, a violation of Section 10 of the Competition Act 2010 being a deceptive marketing practice.

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CORPORATE CORNER

CCP warns against false advertising

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False, misleading endorsements

CCP issues warning to influencers, content creators, advertisers

By Mehtab Haider

ISLAMABAD: In light of recent trends and consumer behaviours, the Competition Commission of Pakistan (CCP) has issued a stern warning to the influencers, content creators, and advertisers regarding false and misleading endorsements that are being publicised by them while advertising different products or services across various platforms.

CCP has flagged a concerning trend involving celebrities, especially in the entertainment sector, endorsing a wide array of products without transparently disclosing their financial ties to these products. This trend spans from fast-moving consumer goods to electronic gadgets, beverages, and products from popular food chains, among others.

The Competition Law requires full disclosure about products and services. These actions on the part of celebrities potentially violate Section 10 of the Competition Act, 2010, which specifically

prohibits deceptive marketing practices. This section is designed to protect consumers from being misled or deceived by false or misleading representations regarding products or services. Similarly, consumers are encouraged to remain vigilant and report any instances of deceptive advertising to the Commission.

According to the CCP's announcement made here on Thursday, influencer marketing has become an integral part of modern advertising strategies with social media platforms serving as key avenues for brands to reach their target audience. An influencer-driven marketing campaign is a promotional strategy that leverages the popularity, credibility, and reach of social media influencers to endorse or promote a brand, product, or service. Online endorsements by celebrities play an important role in helping consumers make their shopping decisions.

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consumers buy goods or services whose quality may be hard to assess before their utilization. The information that endorsements provide may help consumers to make faster and more confident decisions. It has the potential to boost competition amongst businesses on their products' reliability or the quality of services they offer. It can also make it easier for small businesses and new entrants to enter a market or to expand.

However, with the proliferation of influencer-driven marketing campaigns, there has been a rise in deceptive marketing practices that pose serious risks to unwary consumers. The Competition Commission of Pakistan (CCP) has noticed that certain influencers and endorsers are making false and misleading endorsements to attract consumers. It is, prima facie, a violation of Section 10 of the Competition Act, 2010 being a deceptive marketing practice. The Commission has already issued comprehensive "Guide-

lines on Section 10: Deceptive Marketing Practices", wherein it has been clarified that false or misleading 'Endorsements/Testimonials' are prohibited.

An endorsement is false or misleading if the endorser offering the testimonial has not disclosed his material connection with the product or service being endorsed. He is required to disclose whether he is a real user of the product or service or a paid performer or an employee of the company/brand or a recipient of a free product or service for offering the user testimonial or endorsement as an influencer; a celebrity or an opinion leader.

By working together with the stakeholders, the CCP can ensure free competition and protect the rights of consumers. The CCP will take strict action against all those engaged in deceptive marketing practices under Section 10 of the Competition Act, 2010. The Commission is fully committed to performing its duties optimally.

CCP warns influencers against deceptive marketing of products

IMRANALI KUNDI
ISLAMABAD

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Consumers encouraged to remain vigilant and report any instances of deceptive advertising to CCP

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CCP warns social media influencers, endorsers against deceptive marketing practices

■ COMPREHENSIVE GUIDELINES ISSUED TO MAKE SURE INFLUENCERS STAY AWAY FROM DECEPTIVE MARKETING

PROFIT

GHULAM ABBAS

In a move to safeguard consumer rights and promote fair competition, the Competition Commission of Pakistan (CCP) has issued a stark warning to influencers, content creators, and advertisers regarding deceptive marketing practices prevalent in modern advertising.

As details shared by CCP, in today's digital age, influencer marketing has emerged as a powerful tool for brands to engage with their target audience. Leveraging the popularity and credibility of social media personalities, companies often seek endorsements to promote their products or services.

However, the CCP has raised concerns over the rising trend of false and misleading endorsements that can misguide consumers. This means that an influencer, with a heavy fan following, might endorse a product or a service that they do not fully understand, and end up becoming a means to promote a deceptive product. Under Section 10 of the Competition Act, of 2010, deceptive marketing practices, including false endorsements, are strictly prohibited. The CCP has observed instances where influencers fail to disclose their material connections with the products or services they endorse. Whether an influencer is a genuine user, a paid performer, or affiliated with the brand, transparency in endorsements is essential to maintain consumer trust and promote fair competition.

Mr. Amir Jahangir, Chairman of CCP, emphasized the importance of vigilant consumerism, urging individuals to report any deceptive advertising practices to the Commission. "Consumers play a pivotal role in ensuring fair competition and protecting their rights. By remaining vigilant and reporting deceptive marketing practices, we can uphold the integrity of the marketplace," he stated. In light of these concerns, the CCP has issued comprehensive guidelines on deceptive marketing practices, outlining the obligations of endorsers and influencers. Failure to comply with these guidelines may result in strict penalties under the Competition Act, of 2010.

Acknowledging the potential of influencer marketing to enhance competition and consumer choice, the CCP remains committed to fostering a transparent and fair marketplace. By collaborating with stakeholders and enforcing stringent regulations, the Commission aims to curb deceptive marketing practices and uphold consumer rights.

As the digital landscape continues to evolve, the CCP reaffirms its dedication to promoting fair competition and protecting consumers from misleading advertising tactics. With concerted efforts from both regulators and industry players, a level playing field can be maintained, ensuring the integrity and trustworthiness of marketing practices in Pakistan.

CCP warns influencers, endorsers against deceptive marketing practices

F.P. Report

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However, with the proliferation of influencer-driven marketing campaigns, there has been a rise in deceptive marketing practices that pose serious risks to unwary consumers. The Competition Commission of Pakistan (CCP) has noticed that certain influencers and endorsers are making false and misleading endorsements to attract consumers. It is, prima facie, a violation of Section 10 of the Competition Act, 2010 being a deceptive marketing practice. The Commission has already issued comprehensive "Guidelines on Section 10: Deceptive Marketing Practices", wherein it has been clarified that false or misleading 'Endorsements/Testimonials' are prohibited.

An endorsement is false

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By working together with the stakeholders, the CCP can ensure free competition and protect the rights of consumers.

The CCP will take strict action against all those engaged in deceptive marketing practices under Section 10 of the Competition Act, 2010. The Commission is fully committed to performing its duties optimally.

Home > Business > News > CCP warns influencers,endorsers against deceptive marketing practices

CCP Warns Influencers,endorsers Against Deceptive Marketing Practices

ISLAMABAD, (APP - UrduPoint / Pakistan Point News - 7th Mar, 2024) In light of recent trends and consumer behaviours, the Competition Commission of Pakistan (CCP) on Thursday issued a stern warning to the influencers, content creators, and advertisers regarding false and misleading endorsements that are being publicized by them while advertising different products or services across various platforms.

Similarly, consumers are encouraged to remain vigilant and report any instances of deceptive advertising to the Commission, said a news release.

Influencer marketing has become an integral part of modern advertising strategies with social media platforms serving as key avenues for brands to reach their target audience.

An influencer-driven marketing campaign is a promotional strategy that leverages the popularity, credibility, and reach of social media influencers to endorse or promote a brand, product, or service.

On-line endorsements by celebrities play an important role in helping consumers make their shopping decisions.

The endorsements are particularly helpful when consumers buy goods or services whose quality may be hard to assess before their utilization.

The information that endorsements provide may help consumers to make faster and more confident decisions. It has the potential to boost competition amongst businesses on their products' reliability or the quality of services they offer. It can also make it easier for small businesses and new entrants to enter a market or to expand.

However, with the proliferation of influencer-driven marketing campaigns, there has been a rise in deceptive marketing practices that pose serious risks to unwary consumers, the press release added.

Meanwhile, CCP has noticed that certain influencers and endorsers are making false and misleading endorsements to attract consumers. It is, prima facie, a violation of Section 10 of the Competition Act, 2010 being a deceptive marketing practice.

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HOME

TELECOM

BROADBAND / INTERNET

TECHNOLOGY

HEALTH

COMMERCE AND INDUSTRY

MEDIA

BANKING

CCP WARNS INFLUENCERS & ENDORSERS AGAINST DECEPTIVE MARKETING PRACTICES

ISLAMABAD (Web News)

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First-Time Ever CCP Warns Influencers Against Deceptive Marketing of Products

By ProPK Staff | Published Mar 7, 2024 | 8:25 pm

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Ausaf

08-March-2024

Back Page

سی سی پی کا سوشل میڈیا انفلوئنسرز
کو دھوکا دہی پر مبنی تشہیر کیخلاف انتباہ
اسلام آباد (سٹاف رپورٹر) حالیہ رجحانات اور
صارفین کے رویوں کی روشنی میں، کمپنیشن کمیشن
آف پاکستان (سی سی پی) نے سماجی رابطوں کی دنیا
میں انفلوئنسرز، اکاؤنٹنٹ کریمینلز اور عام مشہورین
کو جھوٹی اور گمراہ کن (باقی صفحہ 67 بقیہ نمبر 67)

67

انتباہ

اوصاف

توثیقات کے بارے میں سخت انتباہ جاری کیا
ہے، جو ان سماجی رابطوں پر جڑے ان افراد کی
طرف سے مختلف مصنوعات یا خدمات کی تشہیر کے
دوران مشہور کی جاتی ہیں۔ سی سی پی نے صارفین
پر زور دیا ہے کہ وہ چوکس رہیں اور کسی بھی
صورت میں فریب دینے والے اشتہارات
بارے میں کمیشن کو رپورٹ کریں۔ انفلوئنسر مارکیٹنگ
جدید اشتہاری حکمت عملیوں کا ایک لازمی حصہ بن
گئی ہے جس میں سوشل میڈیا پلیٹ فارمز برانڈز
کیلئے اپنے ہدف کے سامعین تک پہنچنے کیلئے کلیدی
راستے کے طور پر کام کر رہے ہیں۔

Express

08-March-2024

Back Page

سوشل میڈیا پر گمراہ کن اشتہارات
میں کردار پر انفلوئنسرز کو انتباہ جاری

اسلام آباد (خصوصی رپورٹر) ہمیشہ کمیشن آف پاکستان نے سوشل میڈیا انفلوئنسرز کو گمراہ کن اشتہارات کی تائید سے متعلق انتباہ جاری کر دیا۔ سی پی کے جاری اعلامیہ کے مطابق سوشل میڈیا انفلوئنسرز کا استعمال جدید (باقی صفحہ 5 نمبر 32)

32 گمراہ کن اشتہارات

اشتہاری حکمت عملی کا حصہ ہے جس میں اشتہاری مہم سوشل میڈیا پلیٹ فارمز پر چلا کر اپنی برانڈز صارفین تک پہنچائی جاتی ہیں، اس میں مشہور شخصیات کی آن لائن برانڈز کی توثیق کا صارفین کی جانب سے خریداری کے فیصلے میں اہم کردار ہے، اس سے دھوکا دہی پر جی مارکیٹنگ میں اضافہ دیکھنے میں آرہا ہے۔

