



## Launch of first edition of DLA Piper's Influencer Marketing Guide

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The importance of influencer marketing is constantly increasing and it is already a major component of many marketing campaigns. There are numerous legal challenges for influencers and the companies they cooperate with. The legal framework is still in flux in most jurisdictions, which makes it particularly difficult to carry out cross-border influencer marketing campaigns in a legally compliant manner. This guide is designed to give an overview of the legal framework for influencer marketing in 22 jurisdictions around the world.

People are spending more time than ever on social media, so it is crucial for companies to be visible on these platforms to promote their products or services. In addition to publishing posts through corporate channels and placing banner advertisements, endorsements and product placements by influencers are playing an ever-increasing role in marketing strategies. One of the main advantages of collaboration with influencers is that their followers trust them, which results in their strong influence on purchasing decisions.

Since influencers often share personal experiences, the question arises about when a post mentioning or showing a product is considered an advertisement. In addition, it needs to be determined to what extent labelling requirements apply and how such a label has to be provided. The consequences influencers and companies may face if these legal requirements are not met also have to be addressed.

This interactive document will help you quickly find answers to these questions and others.

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