



Influencer Certificate.

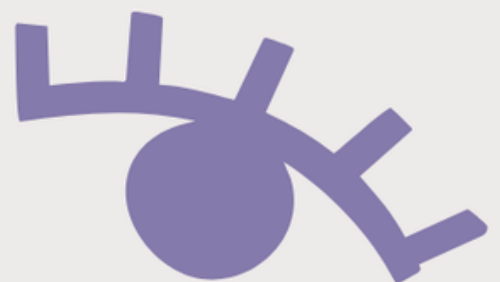


THE WEBINAR





Influencer Certificate.



Marc Frederix
Raad voor Reclame
Conseil de la Publicité

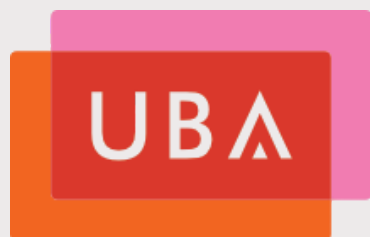
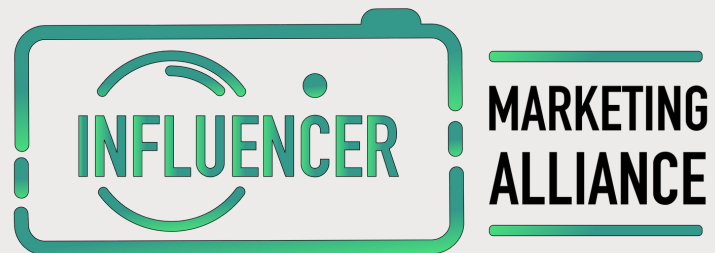


Patrick Marck
Influencer Marketing Alliance
FeWeb





Influencer Certificate.



Ad Ethics

 Austria Training Visit →	 Belgium Training Certification Visit →	 France Training Certification Visit →
 Germany Training Visit →	 Greece Training Certification Visit →	 Hungary Training Visit →
 Italy Training Visit →	 Romania Training Certification	 Spain Training Certification Visit →
 Sweden Training Visit →	 The Netherlands Training Certification Visit →	





Client : Unilever - Vaseline
Campaign : Vaseline Verified
Awards : Cannes Lions 2025 - Social & Creators - Grand Prix
<https://www.youtube.com/watch?v=9YVR7zemWUM>

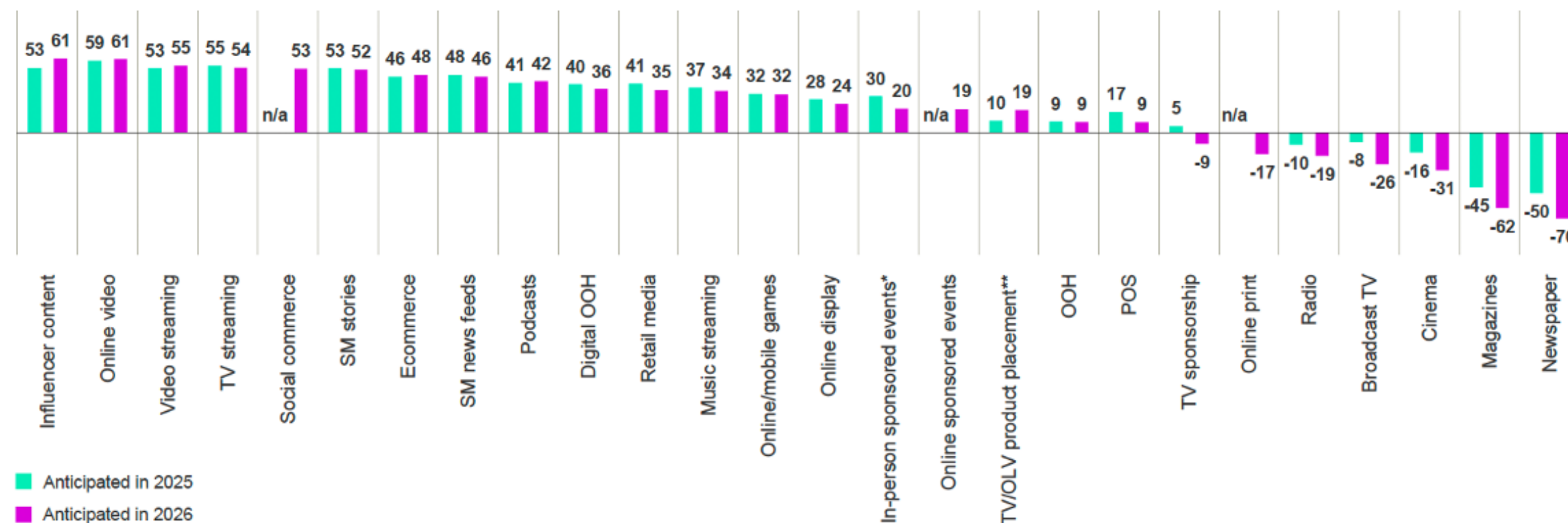


The market grows



In 2026, most marketers are set to increase their spend in influencer content and online video ads

Changes in budget/resource allocation (% net positive)





What's the issue?



SPORT RÉGIONS CULTURE ENVIRONNEMENT BIEN-ÊTRE TECH VIE PRATIQUE

MÉDIAS

MÉDIAS

Influenceurs : si vous ne déclarez pas d'adresse professionnelle, vous risquez une amende de 80.000 euros



Menu

De Standaard

Average Rob krijgt fikse boete wegens niet naleven van reclameregels



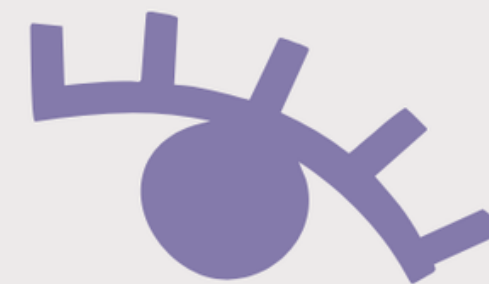
Culture & Média

Une cinquantaine d'influenceurs rappelés à l'ordre par le SPF Economie

Une cinquantaine d'influenceurs ont récemment reçu un avertissement de la part du gouvernement. Le SPF Economie leur rappelle qu'ils doivent indiquer leur adresse et leur numéro d'entreprise sur leurs profils sur les réseaux sociaux. Depuis quelques mois, c'est obligatoire pour toute personne qui fait de la publicité en ligne et qui est rémunérée pour le faire. "Je ne vais le pas faire", a écrit Acid, l'un des plus célèbres influenceurs de Flandre.



Why needed?



TRUST EROSION



PROFESSIONALISM



REGULATORY
ALIGNMENT





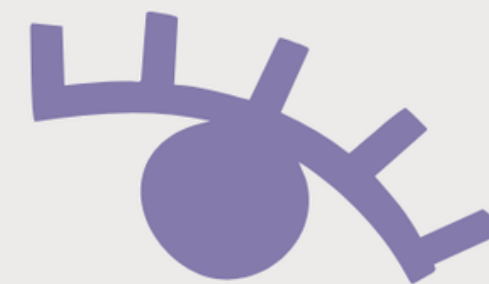
Keystones

- **Rules & transparency**
clear disclosure of paid partnerships (#advertising)
- **Legal responsibility**
compliance with Belgian and EU consumer protection & advertising law
- **Social responsibility & ethics**
promoting honest, non-misleading content;
avoiding harmful or discriminatory messages.
- **Truthful communication**
ensuring that reviews, endorsements & recommendations
reflect genuine opinions and experiences





Let's dive in!



Chapter 1: Intro

Why this certificate could be a total game-changer for you as an influencer

Chapter 2: The rules

What you need to know about the rules: Belgian, Flemish and Walloon

Chapter 3: Transparent Advertising

Ad vs. advertisement? Here's how to keep it real with your followers

Chapter 4: Special Advertising Rules

Can I be depicted in alcohol ads if I'm +18? Promoting a BBL: is it allowed?

Can I promote skincare products without limitations regarding effects and claims?

Chapter 5: Social Responsibility

Fake likes & followers: why you don't want to go there. Dangerous challenges: yay or nay? Breaking into abandoned places for content: risk it or skip it?





Monitoring



JEP monitoring of social accounts: 2/year

Step 1: Succeed the exam

Step 2: follow the rules every day



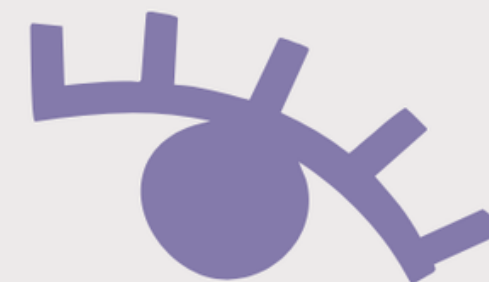
JEP offers guidance: no fines!

But if mistakes keep coming: certificate can be revoked





Monitoring



ankatrien • Follow
Paid partnership
Antwerp, Belgium

ankatrien • Advertentie • @smeg_be | op heel populaire vraag: mijn babanenbrood recept 🍌 vandaag extra fancy gebracht met de @porsche X @smeg_be toestellen 🥰 🍷 wat een leuke match 🍌 🍌

Ingrediënten:

- 🍌 4 bananen
- 🍌 100ml amandelmelk
- 🍌 30gr kokosyoghurt
- 🍌 130gr havermeel
- 🍌 30gr zoetstof
- 🍌 een snuifje kaneel

Bereiding:
Verwarm de oven voor op 180 graden. Mix alle ingrediënten, gebruik wel maar 3 bananen! Giet in een bakvorm en werk af met stukjes van de 4e banaan. Laat 45 minuten bakken in de oven.

Extra:
Werk af met wat gesmolten chocolade 🍫 🍫

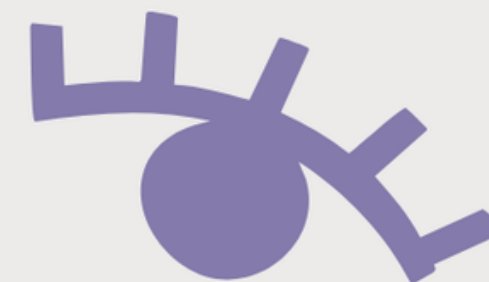
554 likes
5 days ago

Add a comment... [Post](#)





Monitoring



un oiseau sur un lac,

dav_dieu • Follow
Original audio

dav_dieu Publicité | Patrick nous apprend des choses sur son métier, sa passion, et le secteur de la construction 🏠

🎥 @verticalview.eu

@nousconstruisonsdemain #apprendre #construction #batiment #connaissance

Edited · 62w See translation

martinctx_ Hyper intéressant comme métier
76w Reply See translation

adrien.dpr Dans une autre vie t'aurais été influenceur menuisier
76w 2 likes Reply See translation

— View replies (1)

eva_durand_ Maintenant j'attends que tu m'apprennes à faire

♥️ 💬 📌

Liked by **man0uuprv** and others
June 3, 2024

😊 Add a comment... **Post**



* The Influencers' View

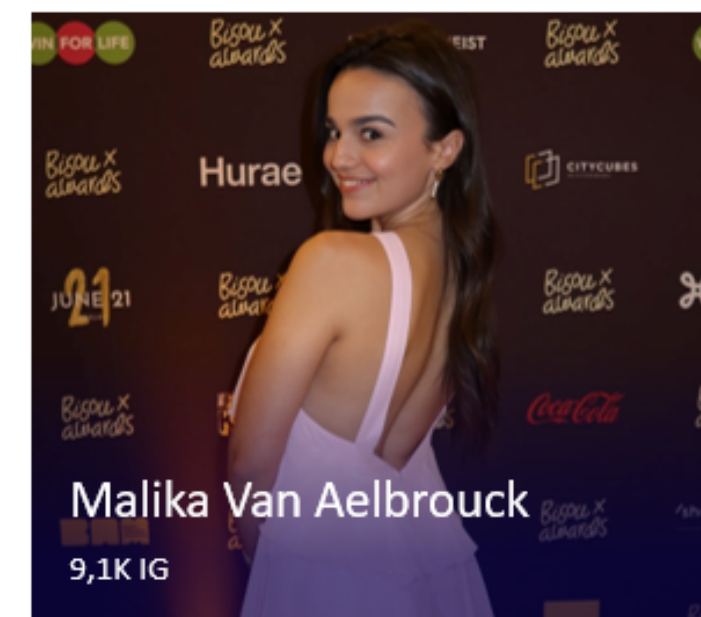
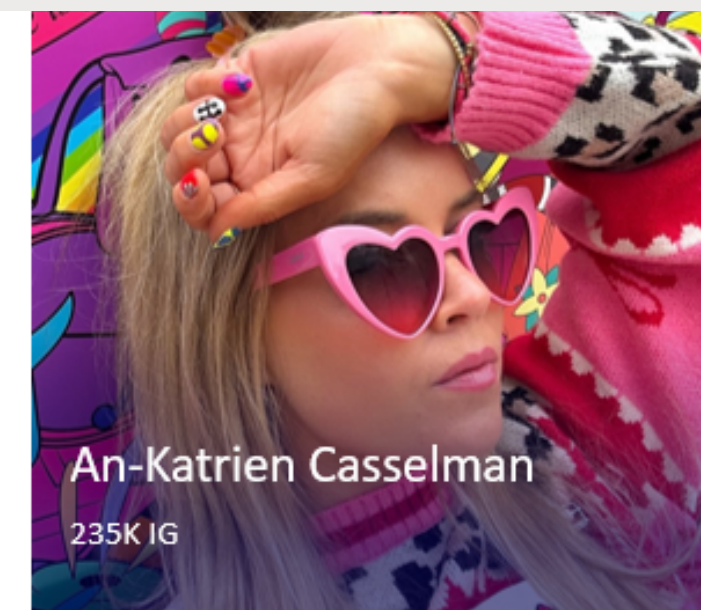
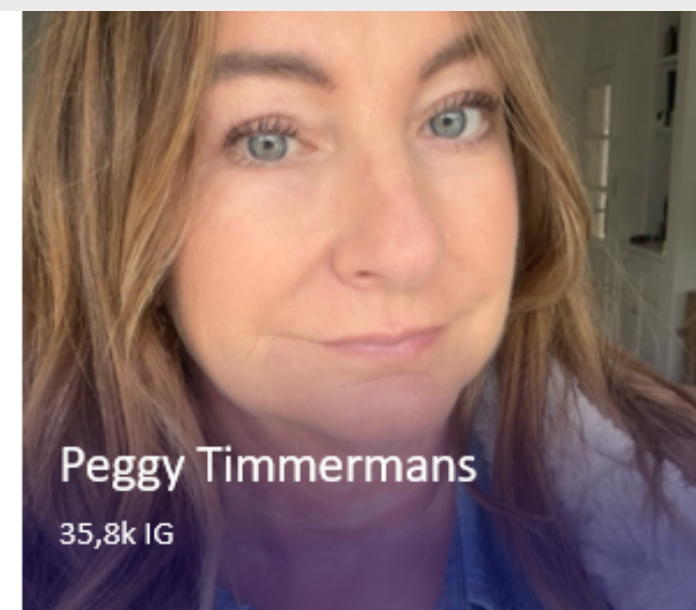
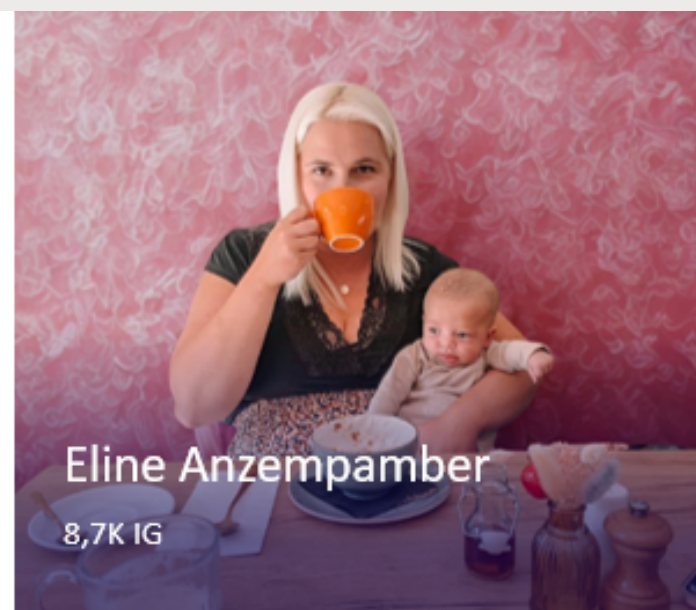
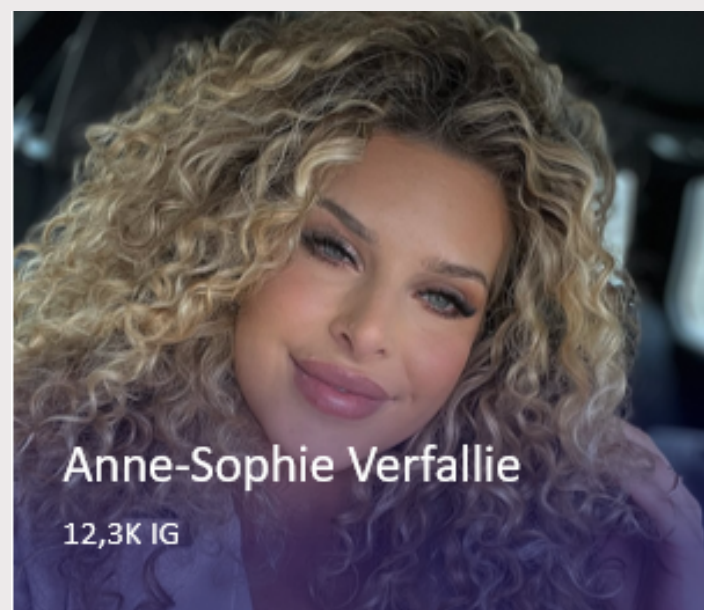


David Dieu
@dav_dieu



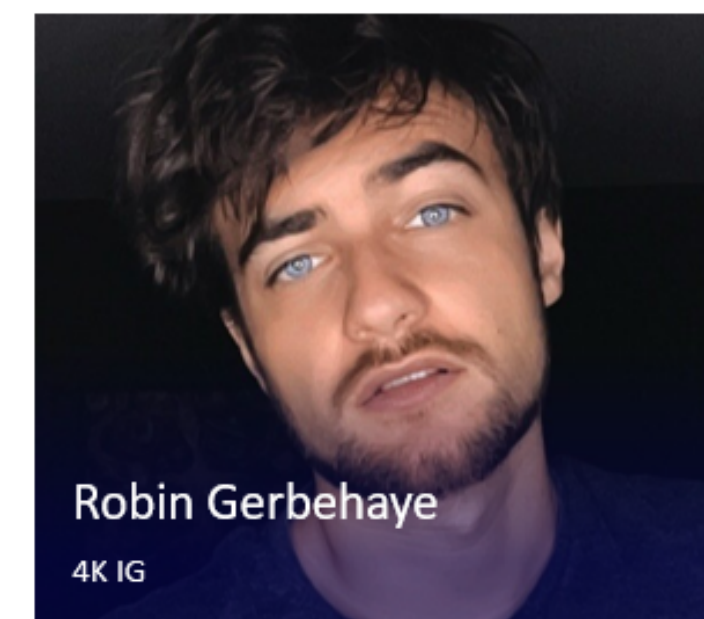
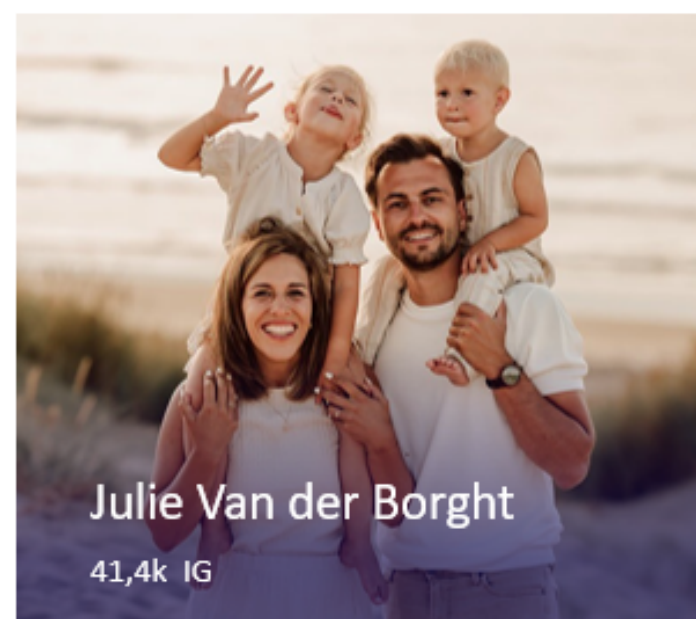
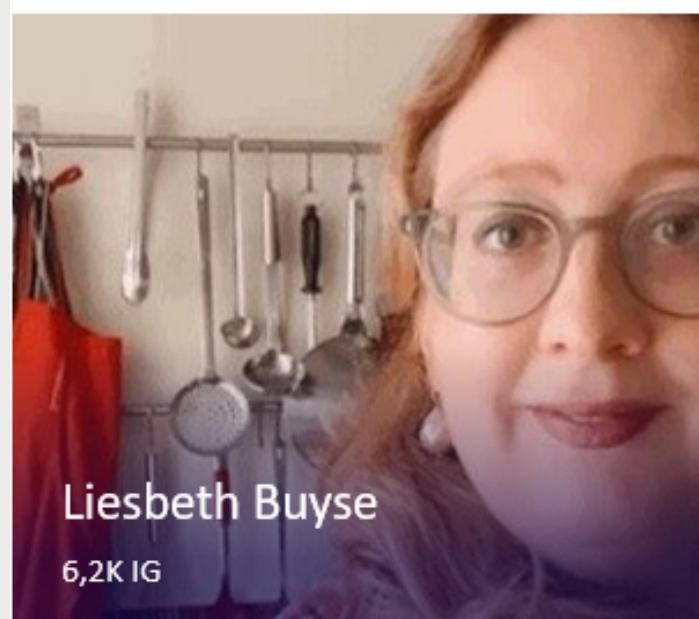
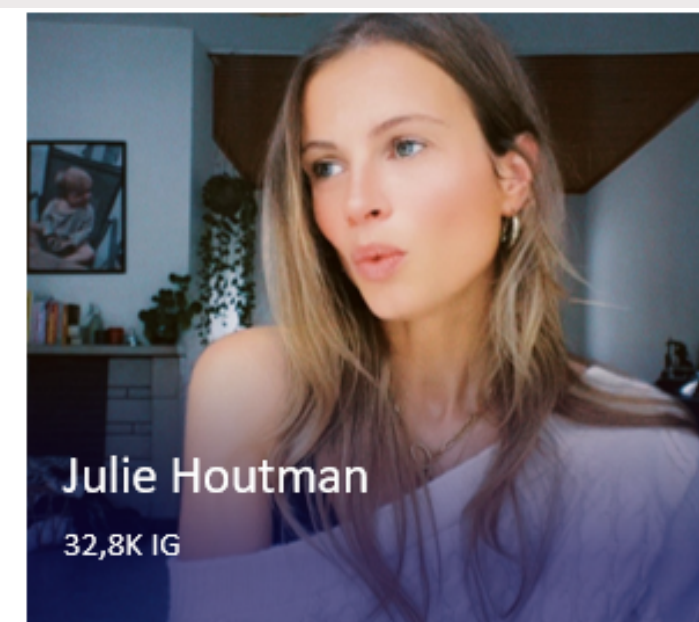
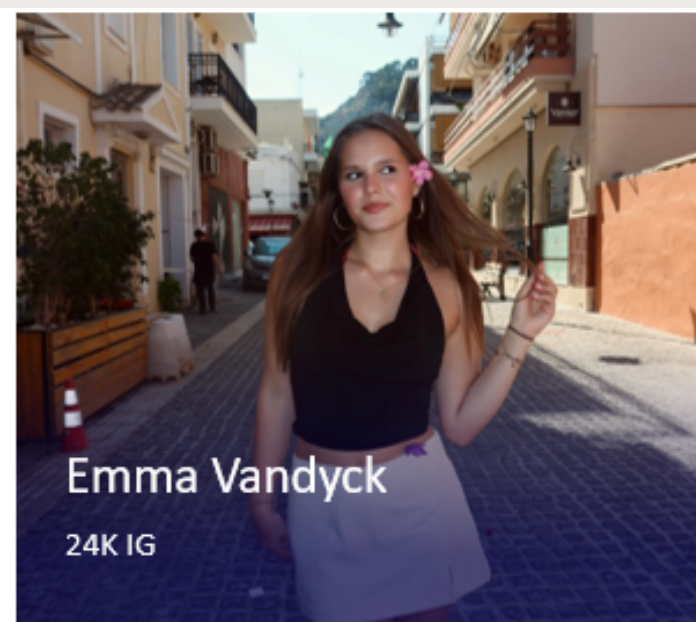


Certified Influencers



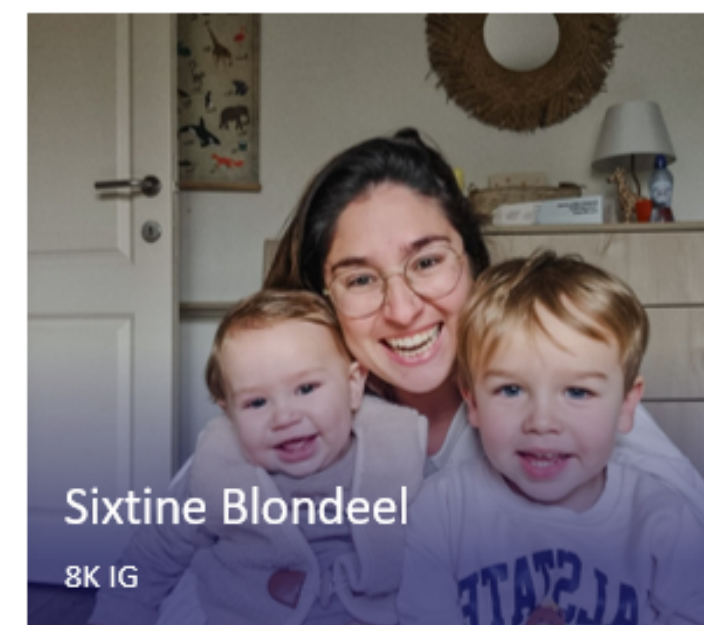
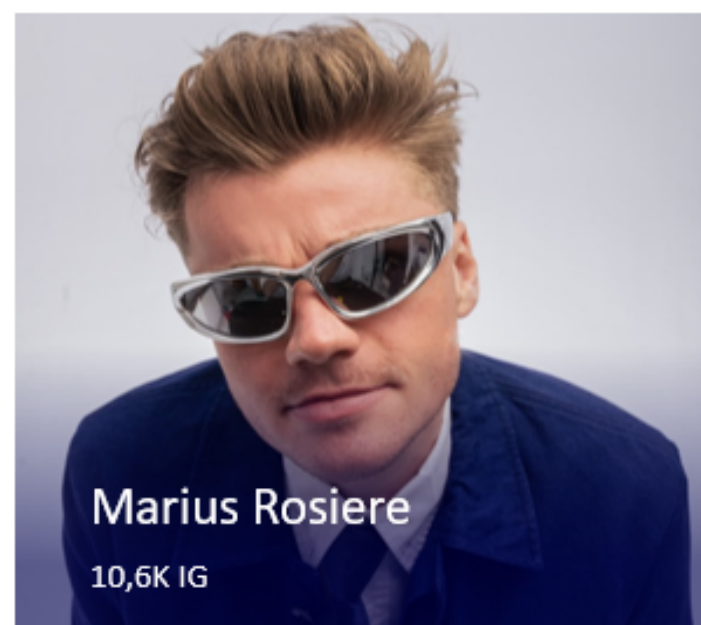
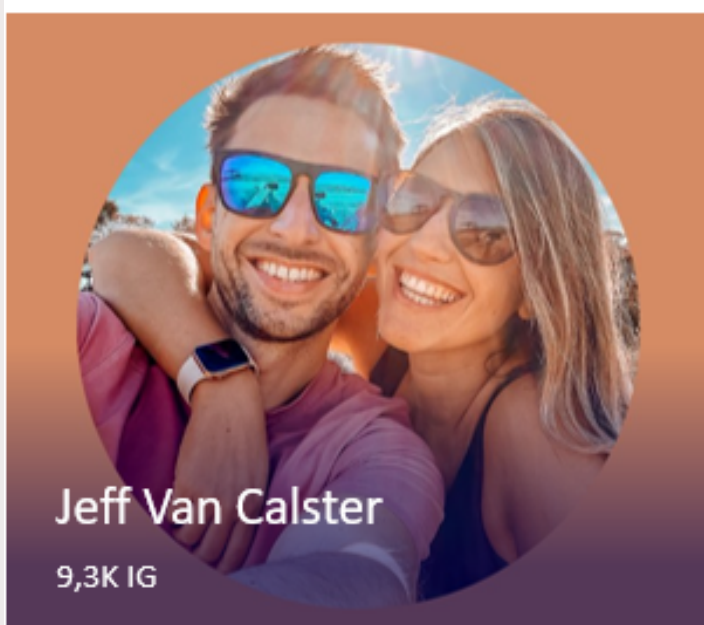
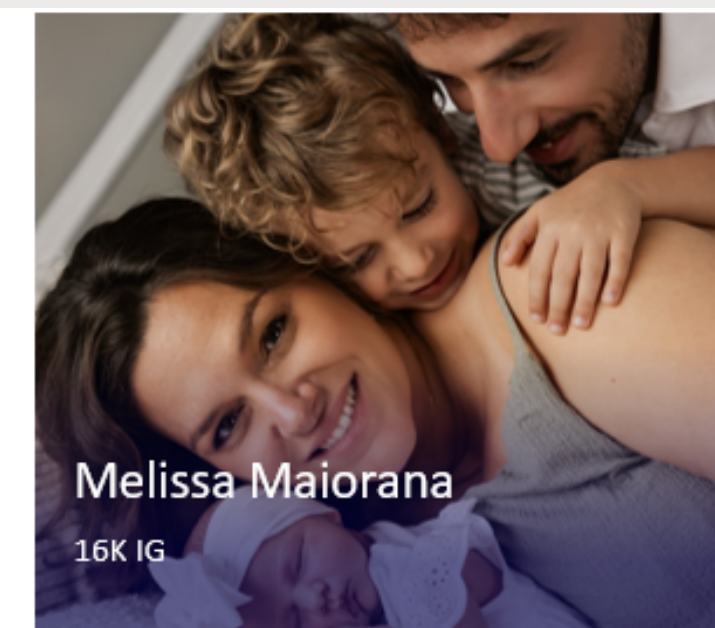
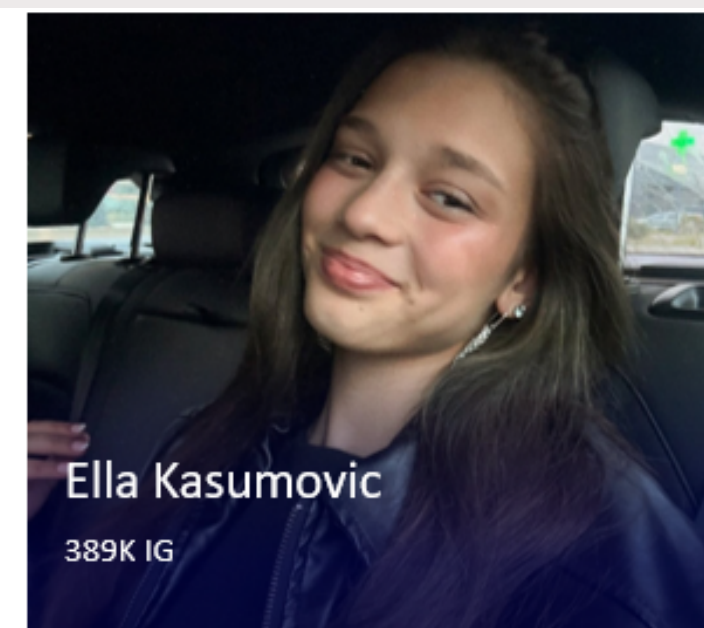
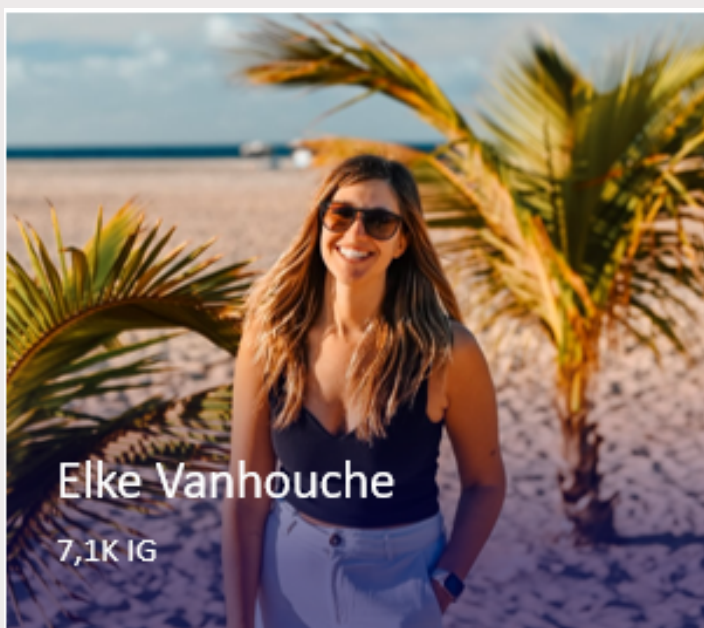


Certified Influencers



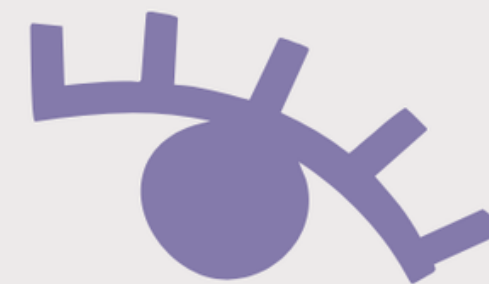


Certified Influencers





Engaging brands



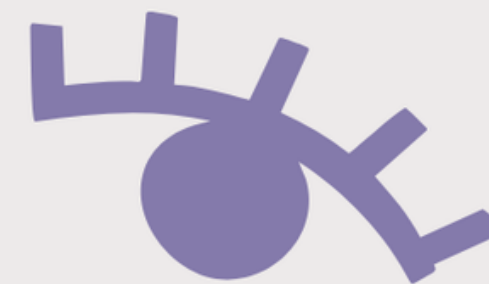
L'ORÉAL



Become an engaging brand
influencercertificaat.be/partners
influencercertificat.be/partenaires



The Agency's View

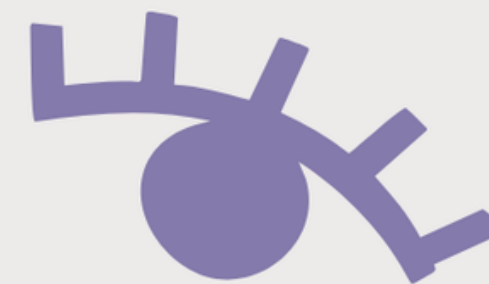


Veronique Cox
BeInfluence





Engaging Agencies



Become an engaging agency

influencercertificaat.be/partners
influencercertificat.be/partenaires



What can you do?



Train
your staff
& your influencers

Engage
your brand or agency:
work exclusively
with Certified Influencers



Follow the e-learning



Become a partner



Un atout majeur

 Let's learn

La certification proposée sur influencermarketingalliance.be est le moyen pour les influenceur·se·s belge·s de prouver qu'ils connaissent et appliquent toutes les règles en vigueur en matière de marketing d'influence. Suivez la e-learning, obtenez votre certificat et montrez que vous faites les choses bien.

Obtenir le certificat influenceurs

Formation pour annonceurs et agences

L'**Influencer Marketing Alliance** (IMA) est une association professionnelle belge pour les influenceurs, les créateurs de contenu, les agences et autres professionnels du secteur du marketing d'influence. Elle a pour objectif de professionnaliser le secteur et de défendre les intérêts de ses membres. L'IMA offre un soutien juridique, des formations, des opportunités de networking et des outils pratiques tels que des modèles de contrats et des checklists. Les membres peuvent également participer à des groupes de travail et contribuer activement au





Q & A



Let's goooo