



Influencer Certificate.



THE WEBINAR





Influencer Certificate.

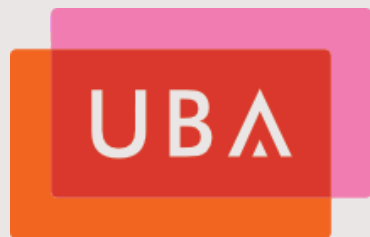
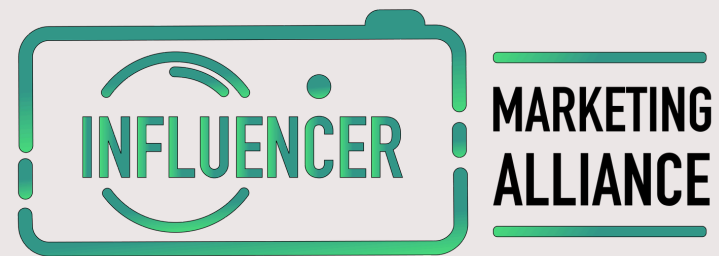


Marc Frederix
Raad voor Reclame
Conseil de la Publicité



Patrick Marck
Influencer Marketing Alliance
FeWeb

Influencer Certificate.





Ad Ethics



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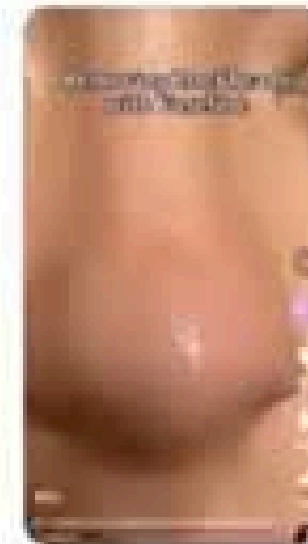
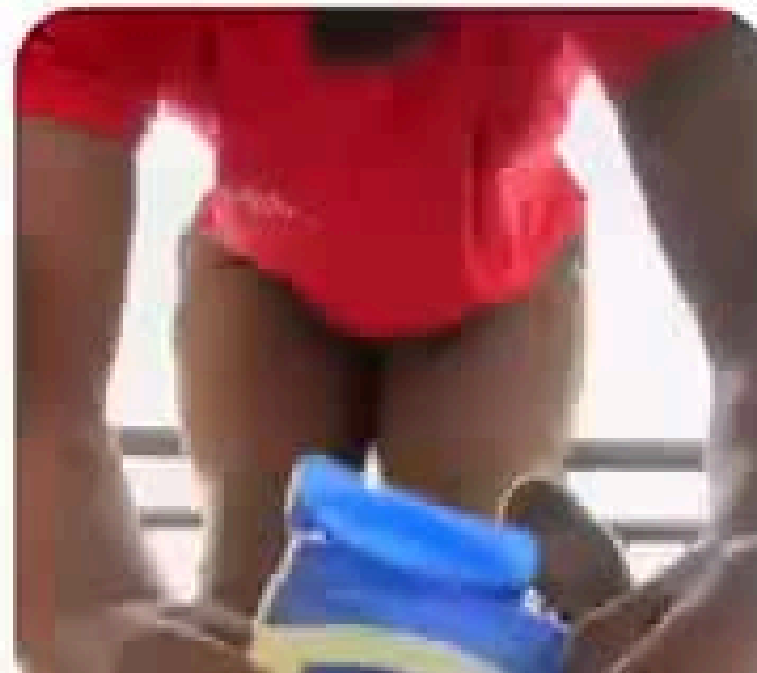
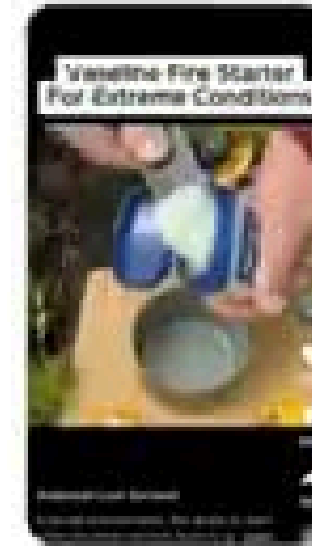
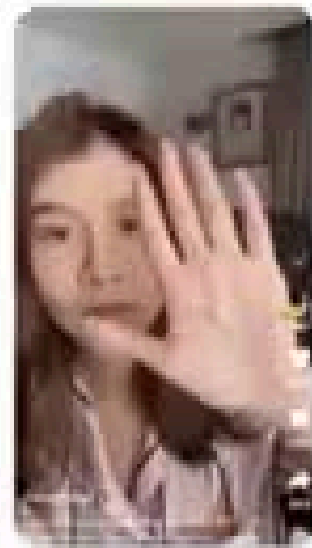
The Netherlands

Training

Certification

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

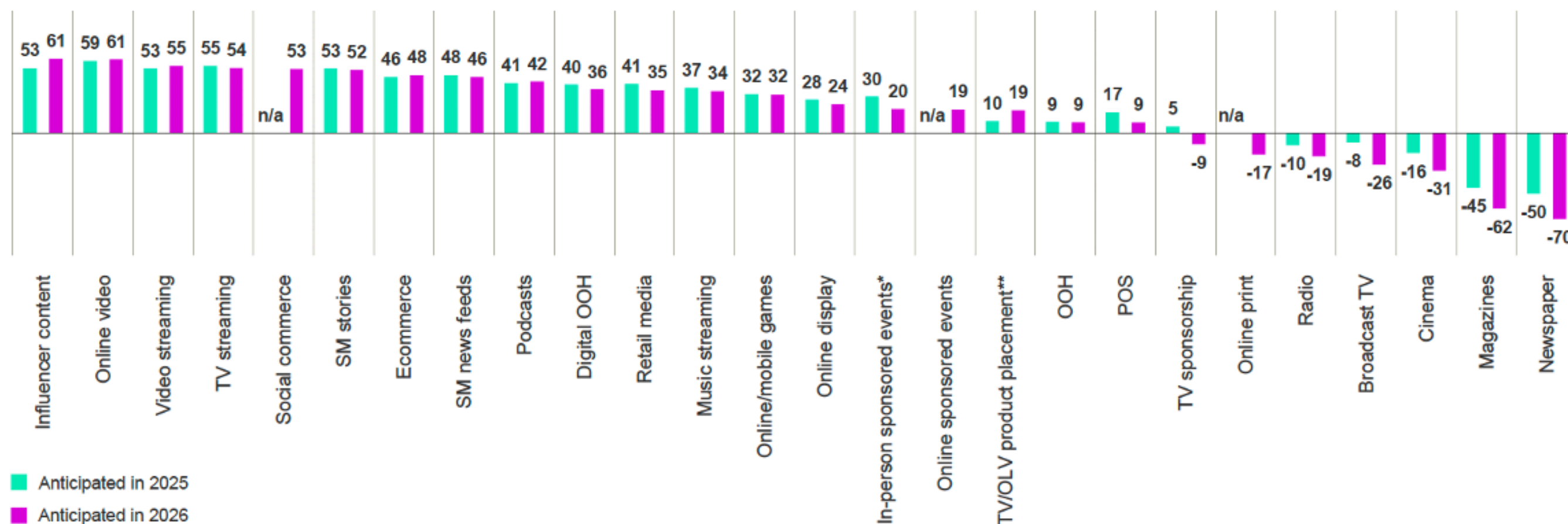


The market grows



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?



HLN NIEUWS SPORT SHOWBIZZ NINA



Stien Edlund, Shauni Van Impe en Nathalie Van Hauwe. © Stien Edlund / Kristof Ghyselinck / Instagram

Drie Vlaamse influencers krijgen waarschuwing omdat ze advertentieregels overtraden



Cultuur & Media Media & Televisie

Sarah Puttemans is eerste influencer die beboet wordt voor overtreden regels rond adverteren op sociale media





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



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

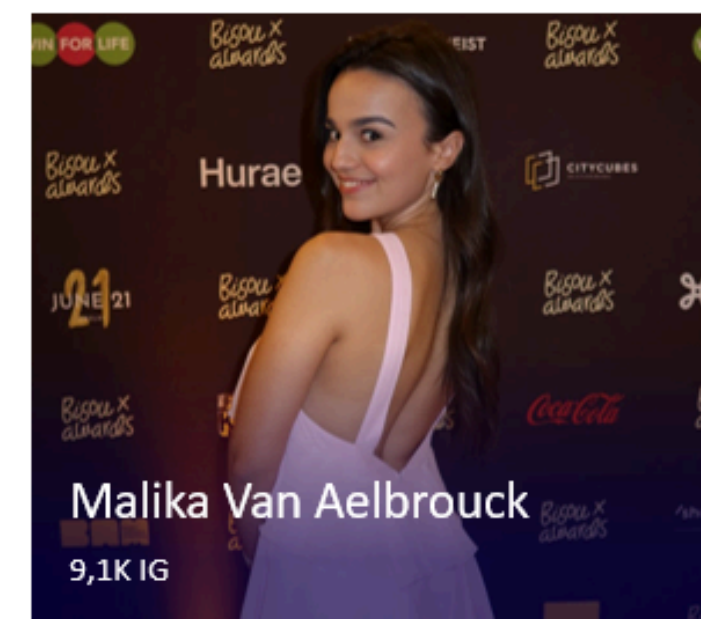
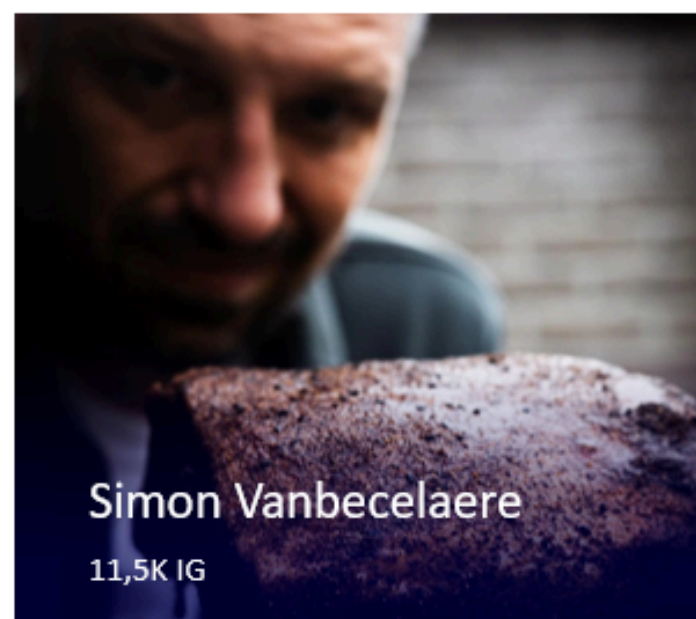
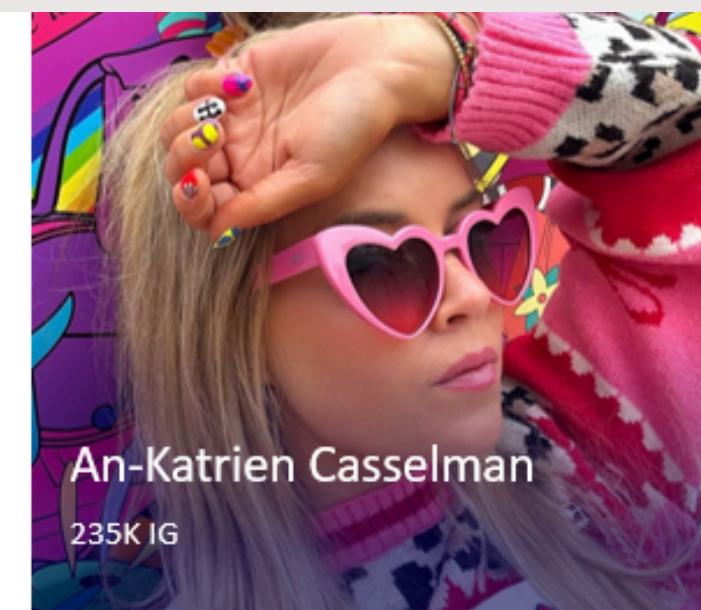
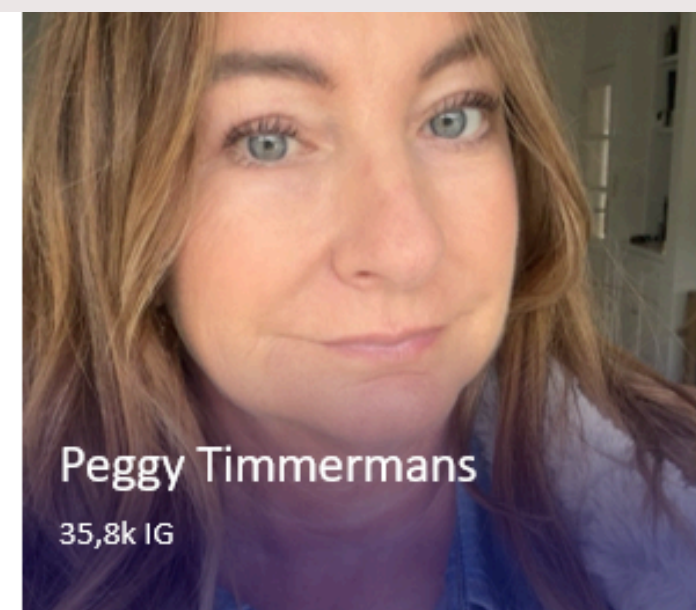
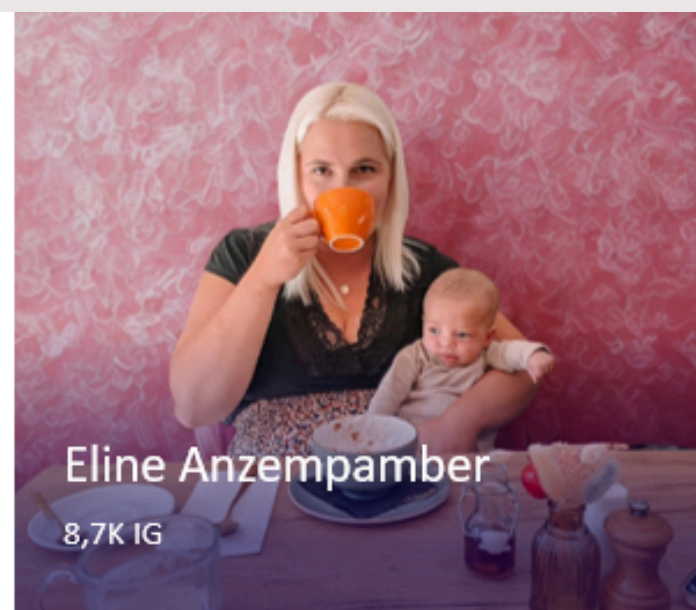
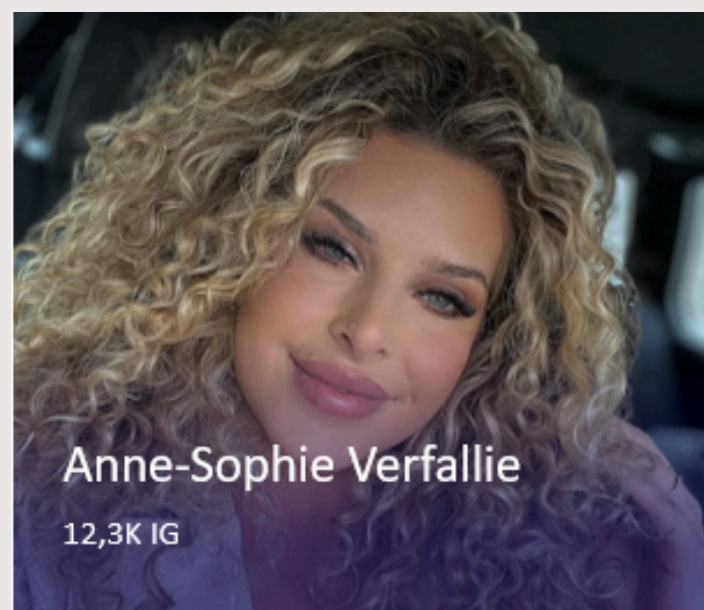
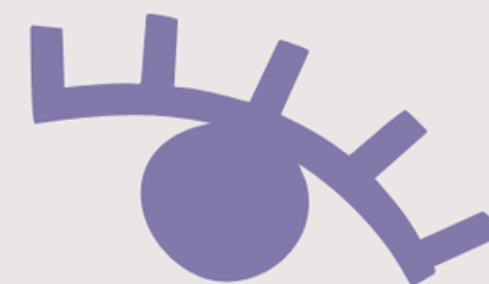


An-Katrien Casselman
@ankatrien



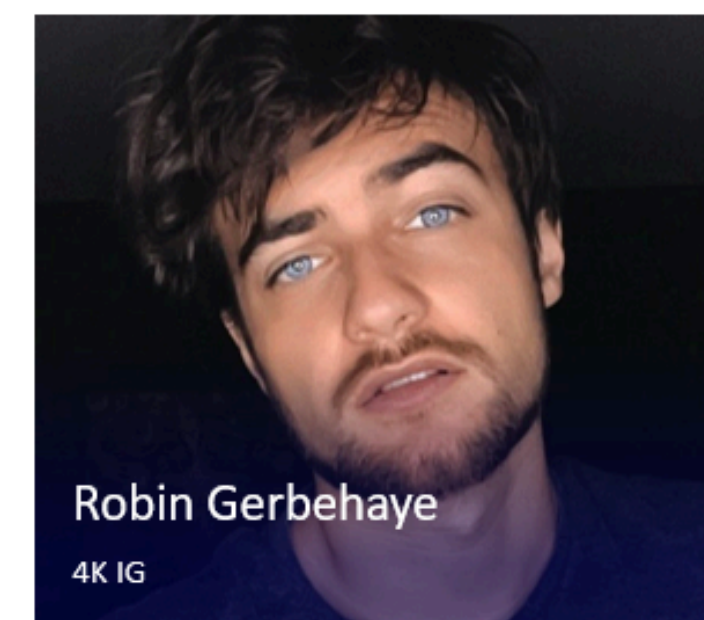
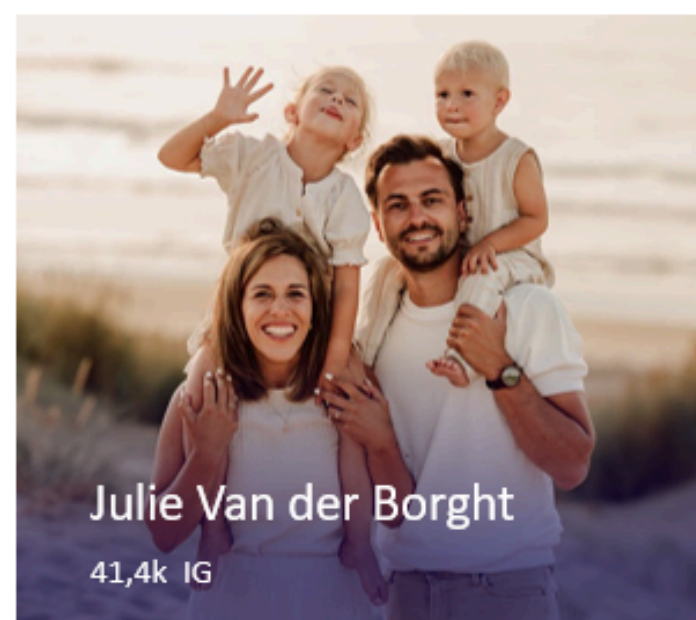
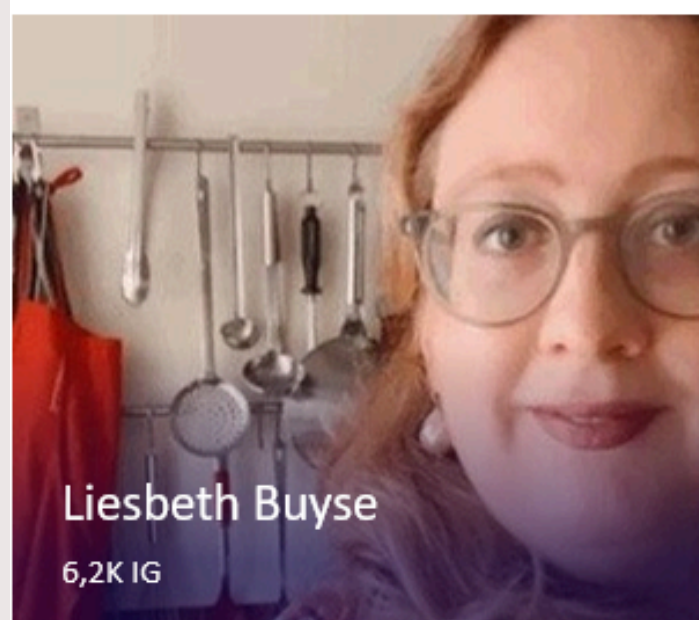
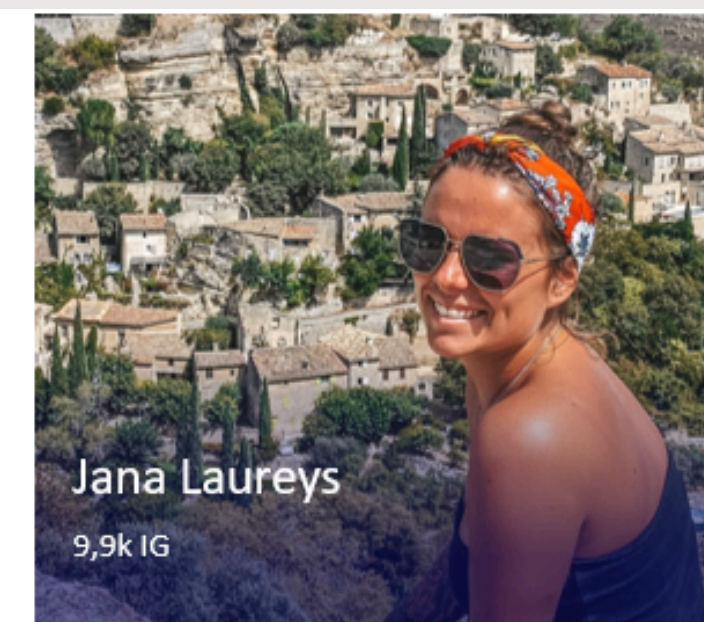
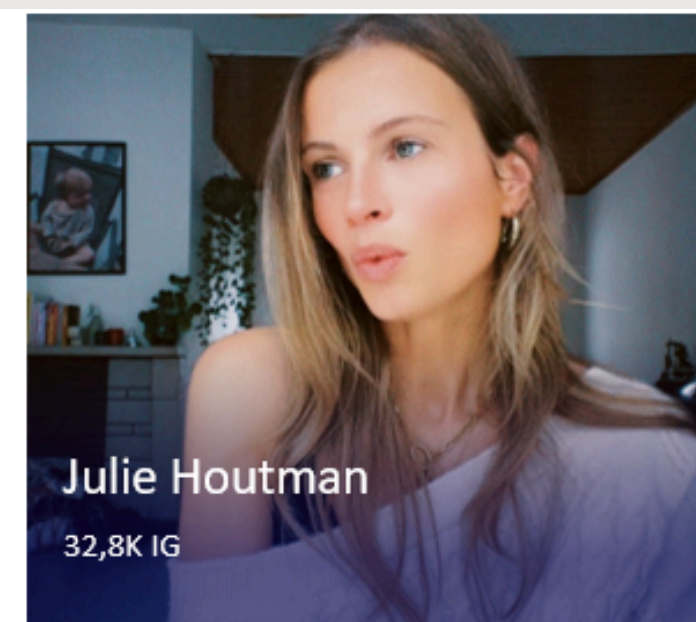
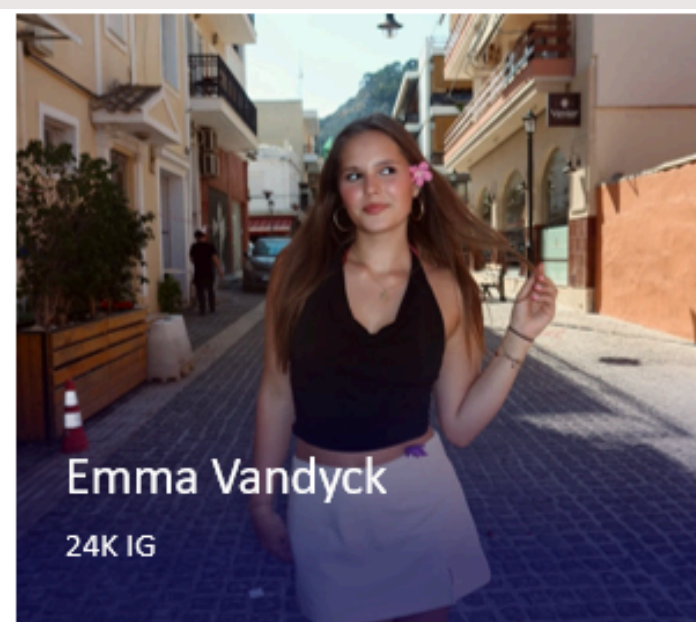


Certified Influencers



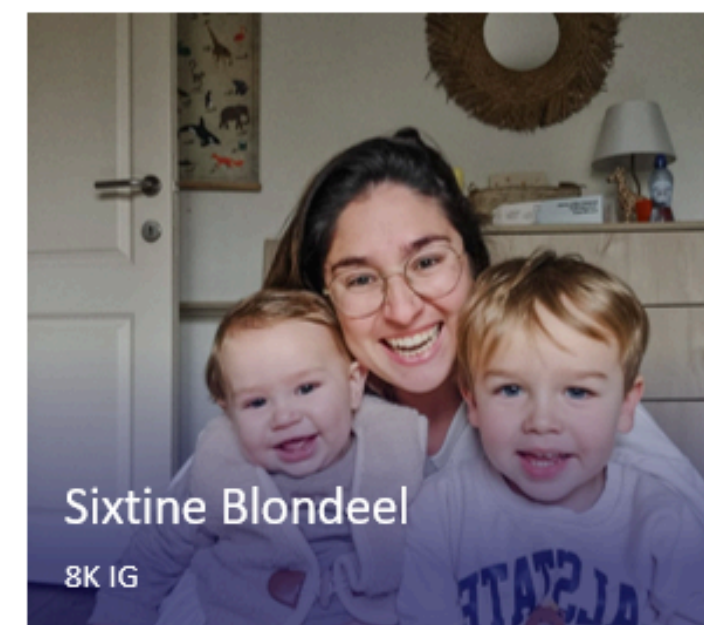
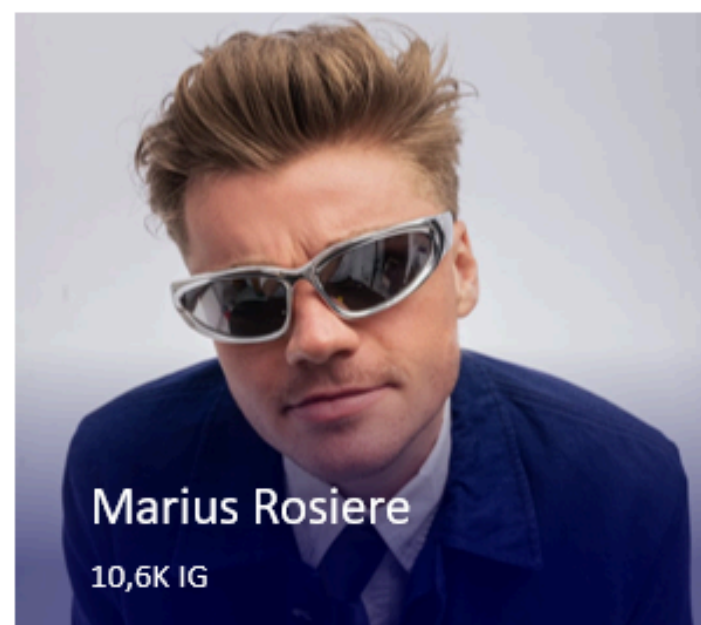
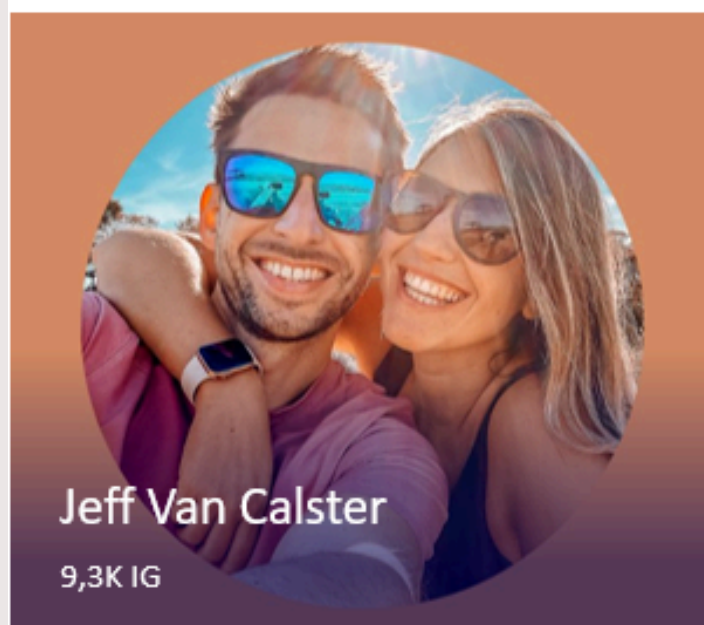
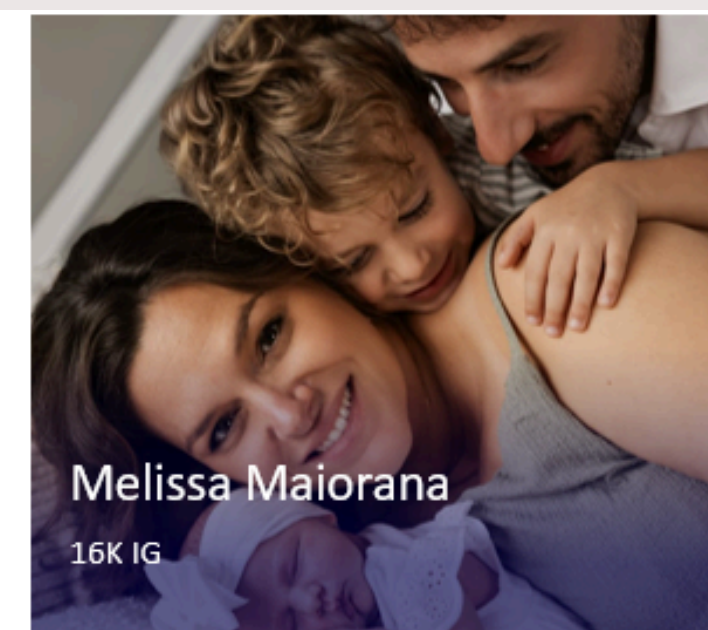
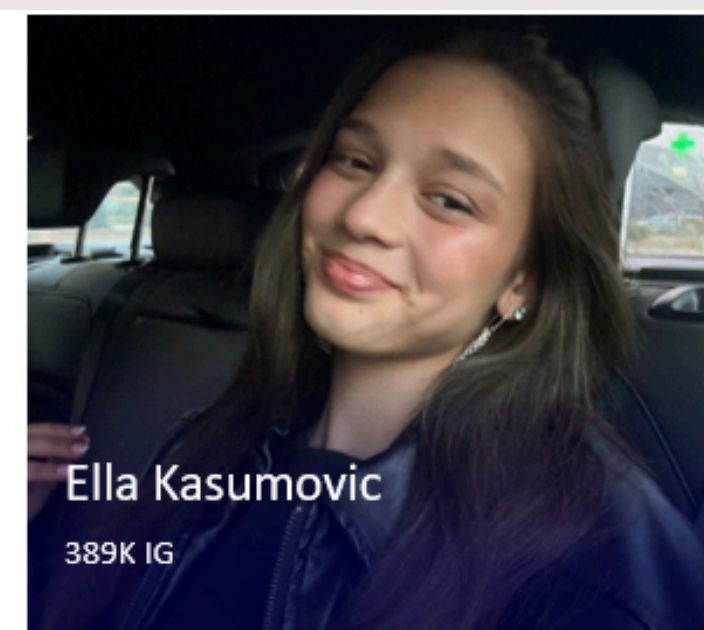
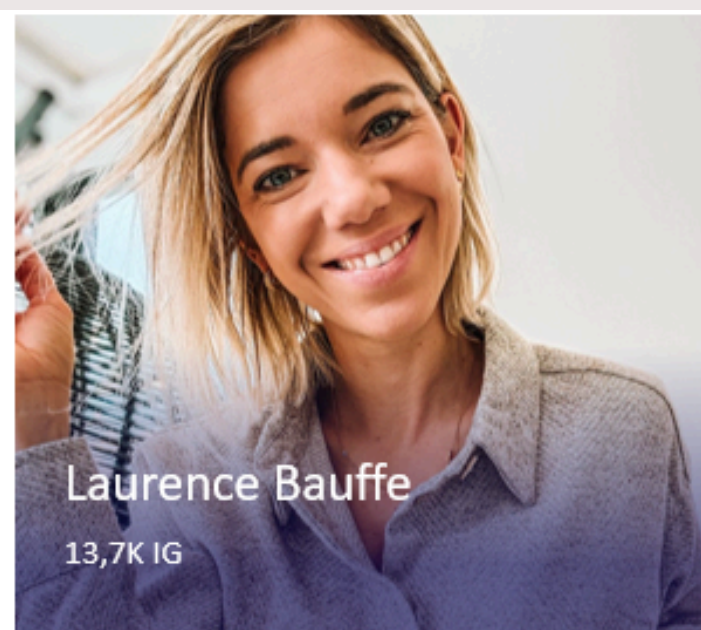
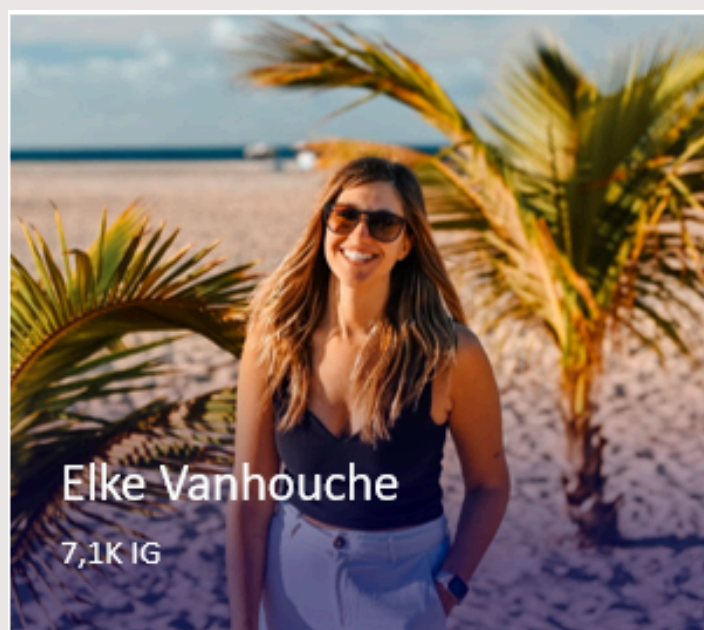
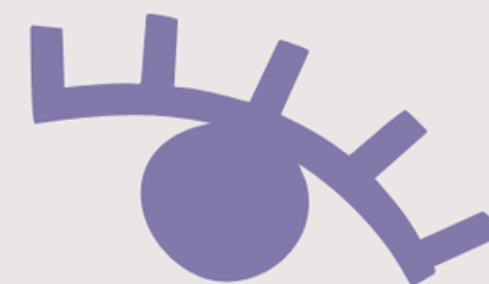


Certified Influencers





Certified Influencers





Steven Verlinde

Engie





Engaging brands



L'ORÉAL



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



The Agency's View

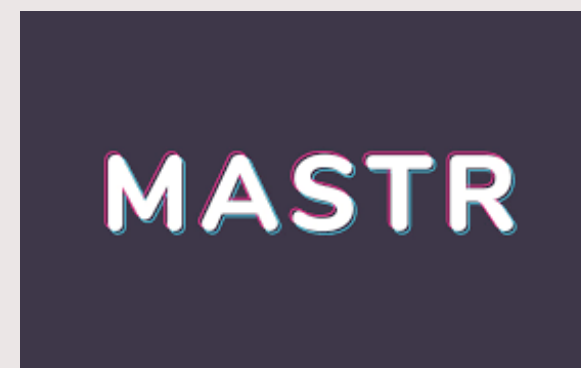


Veronique Cox
BeInfluence





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



Een sterke troef

 Let's learn

De certificering van de Influencer Marketing Alliance en de Raad voor Reclame is dé manier voor Belgische influencers om te tonen dat ze alle regels rond influencer marketing kennen én toepassen. Volg de e-learning, haal je certificaat en bewijs dat jij het goed aanpakt.

[Behaal het certificaat voor influencers](#)

[Volg de training voor adverteerders en agencies](#)





Q & A



Let's goooo