CODE OF STANDARDS

FOR BRANDS

GUIDE. GOVERN. GROW.
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Objective

The Indian Influencer Governing Council (IIGC) Code of Standards for Brands sets the foundation for ethical and responsible influencer marketing in an evolving digital economy.

As audiences become more informed and discerning, brands hold a critical responsibility, which is not just to sell, but to lead with values. This document offers a practical and principled framework to help brands build trust, support authentic creator partnerships, and maintain long-term reputation in the influencer space.

Influencer campaigns are no longer just about reach. They’re about integrity, accountability, and impact.
This code serves as a commitment to those ideals.

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Section 1 | Brand Responsibility

1.1. Purpose

The rise of influencer marketing has transformed brands from advertisers to active participants in digital culture. With that influence comes responsibility. This section outlines how brands can lead with clarity, fairness, and long-term thinking when partnering with influencers. Marketing is no longer just about messaging. It's about meaning. And it starts with ethical intent.

1.2. Ethical Leadership

- **Taking Ownership:** Brands should set the tone. This means embedding ethics into campaign briefs, contracts, and every point of collaboration.

- **Represent More Than a Product:** Each influencer campaign is also a reflection of the brand's values. A promotional post carries the brand's reputation along with it.

- **Avoid Exploitative Messaging:** Pushing urgency, insecurity, or unattainable ideals to drive sales can harm consumers and damage trust.

Section 1 | Brand Responsibility

1.3. Building the Brand-Influencer Relationship

- **Treat Influencers as Partners:** Influencers aren't just media slots. They're creative collaborators. Respecting their voice improves authenticity and reduces backlash.
- **Clarity from the Start:** Communicate expectations, values, and guidelines up front. This avoids misalignment mid-campaign.
- **Listen and Learn:** Be open to influencer feedback. They understand their audience. Brands that listen create more effective and trusted campaigns.

1.4. Understanding Audience Impact

- **Influencers Extend Your Brand Voice:** Their words and actions reflect on the brand. An inappropriate post or misleading claim can affect long-term brand equity.
- **Digital Culture is Brand Culture:** The way brands show up online through influencers can shape social conversations. It's critical to show up responsibly.

Section 1 | Brand Responsibility

1.5. Brand Accountability

- **Build Internal Awareness:** Teams across marketing, legal, and PR should be trained in ethical influencer practices.
- **Have a Response Plan:** If something goes wrong, whether it is misconduct, misinformation, or consumer backlash, act quickly, responsibly, and transparently.
- **Protect the Consumer:** Avoid partnerships that could mislead or harm the audience. That means not just legal compliance, but ethical clarity.

Section 2 | Influencers Selection

2.1. Purpose

Choosing the right influencer is not just a marketing decision, it's a reputation decision. Every individual a brand partners with becomes a public-facing representative of its values, ethics, and credibility.

This section guides brands through a thoughtful, strategic, and responsible selection process that goes beyond vanity metrics to focus on long-term alignment and trust.

2.2. Alignment with Brand Values

- **Go Beyond Popularity:** A large following does not guarantee brand fit. Ensure the influencer's tone, causes, and audience reflect your values.
- **Review Previous Collaborations:** Check if the influencer has worked with competitors or endorsed conflicting messaging. Consistency matters.
- **Avoid Short-Termism:** Instead of chasing trends, focus on individuals who naturally align with your identity, ethos, and customer base.

Section 2 | Influencers Selection

2.3. Assessing Credibility and Audience Integrity

- **Look at Engagement Quality:** High likes don't always mean high trust. Study the nature of their comments, how they respond, and whether their audience is genuinely engaged.
- **Audience Demographics Matter:** Match the influencer's audience profile with your target consumers. Age, geography, language, and interests all play a role.
- **Watch for Red Flags:** Bought followers, fake engagement, or repetitive brand switches should raise concerns. Authenticity is not easily manufactured.

2.4. Background Checks and Digital Footprint

- **Do a Deep Dive:** Review the influencer's past content, public statements, and conduct. Consider how their opinions and tone have evolved over time.
- **Flag Controversies or Inconsistencies:** Was the influencer involved in any public misconduct? Are there gaps between what they say and what they promote?
- **Review Platform Behavior:** How do they handle criticism? Do they engage respectfully with followers? This says a lot about their professionalism.

Section 2 | Influencers Selection

2.5. Prioritizing Diversity and Representation

- **Representation Matters:** Include voices from diverse communities, across gender, ethnicity, ability, region, and language. Representation isn't a trend; it's a responsibility.
- **Respect Lived Experiences:** Don't tokenize. Choose influencers whose communities they genuinely represent and advocate for.
- **Platform Inclusivity:** Ensure campaigns reflect the cultural and linguistic realities of your audience. Collaborations should feel relevant, not imposed.

Section 3 | Brand-Influencer Contractual Framework

3.1. Purpose

Contracts are not just formalities, they are the backbone of clear, respectful, and accountable influencer collaborations. A well-drafted agreement protects both the brand and the influencer, reduces the risk of miscommunication, and ensures that campaigns remain transparent and ethical from start to finish.

This section outlines the key elements that should be included in influencer contracts, with special focus on disclosure, data privacy, content usage, and adaptability.

3.2. Mandatory Disclosure Clauses

- **Make Transparency Non-Negotiable:** Every contract must include a clear clause requiring influencers to disclose all paid partnerships using platform-approved tools and hashtags such as #Ad, #Sponsored, or #PaidPartnership.
- **Include All Forms of Compensation:** Whether the influencer is being paid, gifted products, or offered affiliate commissions, the agreement must outline the required disclosures for each scenario.
- **Ensure Platform Compliance:** Reference current platform policies (e.g., Instagram, YouTube) and applicable advertising laws. Contracts should clearly state that non-compliance will lead to penalties or termination.

Section 3 | Brand-Influencer Contractual Framework

3.3. Content Rights and Usage Terms

- **Specify Ownership Upfront:** Clearly define who owns the content after it's published. Is it the influencer, the brand, or shared? Include details on how it can be reused.
- **List Usage Platforms and Timelines:** Will the content be repurposed on the brand's website, ads, or other platforms? For how long? Avoid open-ended rights that may feel exploitative to the creator.
- **Set Boundaries for Edits and Modifications:** Do not alter or republish influencer content in ways that distort their original tone or message unless prior approval is granted in writing.

3.4. Data Privacy and Compliance

- **Include Data Handling Policies:** If the campaign involves collecting consumer data (via giveaways, affiliate links, or sign-ups), the contract should specify how that data will be handled, stored, and shared.
- **Respect Consent Laws:** Influencers should never be asked to promote campaigns that involve hidden data collection or breach regional privacy laws.
- **Define Roles in Compliance:** Clarify whether the brand, agency, or influencer is responsible for ensuring privacy regulations are upheld. All parties should be informed of their obligations.

Section 3 | Brand-Influencer Contractual Framework

3.5. Templates for Complex or Sensitive Campaigns

- **Adapt for AI Influencers or Virtual Talent:** If partnering with digital avatars, contracts must include clauses about disclosure, script ownership, and responsibility for public response.
- **Include Risk Clauses for Health, Finance, or Regulated Products:** If the campaign involves sensitive claims, include mandatory legal disclaimers and restrict influencers from making personal guarantees.
- **Plan for Crisis or Exit Scenarios:** Include terms that allow the brand to exit the partnership gracefully in case of controversy, non-compliance, or reputational harm.

Section 3 | Brand-Influencer Contractual Framework

3.6. Legal Checklist for Every Contract

Before signing, ensure the following elements are included:

- Campaign objectives and deliverables
- Content deadlines and review periods
- Payment terms and invoicing process
- Disclosure and compliance requirements
- Rights, usage, and ownership agreements
- Confidentiality and non-disparagement clauses
- Termination and dispute resolution pathways



Click here to download a sample contract

Section 4 | Agreement Best Practices

4.1 Purpose

A strong influencer agreement is more than a contract, it's a roadmap for mutual respect, creative freedom, and accountability. Well-structured agreements help avoid ambiguity, protect both parties, and set the foundation for clear, ethical collaboration.

This section outlines the best practices for drafting and managing influencer agreements, ensuring campaigns are fair, compliant, and aligned with brand and influencer expectations from start to finish.

4.2 Pre-Engagement Alignment

- **Review Fit Before Finalizing:** Before sending out agreements, brands should assess:

  a. The influencer's tone and values
  b. Past brand affiliations (including competitors)
  c. Engagement quality and authenticity

- **Discuss Expectations Early:** A pre-agreement call or briefing helps clarify campaign goals, non-negotiables, and deliverable formats before legal documentation begins.

- **Include Vetting Disclaimers:** Agreements should include a clause noting that final approval is subject to a thorough background check and alignment review.

Section 4 | Agreement Best Practices

4.3 Defining Deliverables and Guidelines

- **Be Clear, But Not Controlling:** Outline the type and quantity of content (e.g., one reel, three stories, one carousel post), along with deadlines and review timelines. Allow space for influencer creativity within brand guardrails.
- **Set Review and Revision Limits:** Brands should avoid over-editing. Define how many revision rounds are allowed and which aspects of content can be requested for change (e.g., factual errors, tone mismatches, guideline violations).
- **Include Format-Specific Expectations:** Mention if content will be used for paid media, require subtitles, be adapted for multi-lingual use, or follow a particular platform's specs.

4.4 Content Usage and Ownership

- **Be Transparent About Rights:** Clarify if the brand will repurpose the content for ads, organic posts, website use, or other platforms. Define duration (e.g., 3 months, 1 year) and scope (e.g., global, India-only).
- **Secure Approvals for Modifications:** If content will be edited, clipped, or branded further, influencer sign-off should be required unless the contract specifies unrestricted usage.
- **Include Licensing Clauses for UGC Campaigns:** For campaigns encouraging consumers to co-create, influencer content might be featured alongside UGC, include this in the agreement.

Section 4 | Agreement Best Practices

4.5 Timelines & Communication

- **Set Realistic Deadlines:** Respect that influencers balance multiple partnerships. Avoid last-minute briefs and allow time for genuine product use before content goes live.
- **Ensure Prompt Communication:** Clearly mention response timelines for approvals, revisions, and feedback. Delays from brand teams often disrupt creator workflows.
- **Outline Payment Terms in Detail:** Mention total compensation, breakdowns (e.g., upfront, post-delivery), invoicing timelines, and late payment clauses.

4.6 Special Provisions for Sensitive Campaigns

- **Add Clauses for Regulated Categories:** In sectors like health, finance, or education, clearly list what influencers can and cannot claim. Include mandatory legal disclaimers.
- **Protect Against Misconduct or Public Backlash:** Include morality clauses that allow the brand to dissociate or terminate the agreement if the influencer's actions conflict with brand values or public sentiment.
- **Create Templates for AI or Virtual Talent:** Virtual influencer collaborations should specify script rights, responsibility for audience reactions, and transparency expectations.

Section 5 | IIGC Taskforce & Defluence

5.1 Purpose

Defluence involves influencers or communities publicly urging people not to buy certain products, often citing overhype, ethical concerns, false health claims or disappointing performance.

To support brands in navigating this landscape, the Indian Influencer Governing Council (IIGC) will facilitate a dedicated Defluence Taskforce: a support system to help brands discover, act on and recover from influencer-led backlash, misinformation, or reputational damage.

5.2. Understanding Defluence Risks

- **The Shift from Influence to Accountability:** Defluencing is not just criticism, it's a cultural shift where consumers actively interrogate brand claims and influencer authenticity.
- **Why It Matters to Brands:** Whether justified or not, defluencing can lead to sudden drops in consumer trust, product returns, social media backlash, and long-term reputation loss.
- **Where It Starts:** Often triggered by creator reviews, commentary threads, or viral feedback loops on platforms like YouTube, or Twitter.

Section 5 | IIGC Taskforce & Defluence

5.3 The Role of the IIGC Defluence Taskforce

- **Independent Support for Brands:** The IIGC will operate a Defluence Taskforce as a neutral, third-party support system for brands facing influencer-related reputational challenges.
- **Confidential Case Handling:** Brands can submit defluence cases to the IIGC taskforce, who will assess the situation and guide next steps confidentially, avoiding unnecessary public drama.
- **Strategic Recovery Guidance:** The taskforce will assist brands in:
  a. Evaluating influencer content and audience sentiment
  b. Recommending transparent public response strategies
  c. Mediating with influencers if needed
  d. Identifying if legal or compliance risks are involved
- **Not Every Case Requires Litigation:** The goal is to restore trust, not escalate conflict. The taskforce prioritizes ethical mediation over aggressive legal action.

Section 5 | IIGC Taskforce & Defluence

5.4. When does the Taskforce come into action

Brands are encouraged to approach the IIGC Taskforce when:

- A campaign is targeted by online backlash or boycotts
- A product is being publicly devalued by influencers
- False claims or misinformation are spreading about the brand
- Internal influencer conduct breaches arise and require third-party guidance

5.5. Ongoing Monitoring and Preparedness

- **Integrate ORM and Listening Teams:** Brands should align their internal teams (online reputation management, social media, PR) with the IIGC's taskforce recommendations for continuity and impact.
- **Use Defluence Trends as a Learning Tool:** Insights from the taskforce can help brands refine messaging, improve product positioning, and adopt more responsible influencer partnerships.
- **Encourage Influencer Dialogue, Not Distance:** In some cases, the solution lies in open dialogue with creators, not damage control. The IIGC can help initiate that.

Section 5 | IIGC Taskforce & Defluence

5.6 When to Seek IIGC Mediation

- **Applicable Dispute Scenarios Include:**

  a. Unapproved content usage or IP violation
  b. Alleged breach of contract terms
  c. Campaign disputes due to misalignment or miscommunication
  d. Public fallout that threatens reputational harm for either party

- **For Both Minor and Major Issues:** Not all conflicts are catastrophic. Even small grievances, when unresolved, can lead to long-term mistrust. Early mediation helps prevent escalation.

5.7 The Mediation Process

- **Step 1: Submit a Formal Grievance:** Brands can initiate the process by submitting a complaint by writing to us at info@iigc.org.

- **Step 2: Preliminary Review:** The IIGC will conduct an initial review to determine if the case qualifies for mediation. Both parties must agree to participate in good faith.

- **Step 3: Neutral Facilitation:** A panel of trained mediators will guide a private dialogue, aimed at finding common ground, clarifying misunderstandings, and agreeing on next steps.

- **Step 4: Resolution & Follow-Up:** If an agreement is reached, a summary will be documented and shared confidentially with both parties. The IIGC may follow up to ensure compliance.

Section 5 | IIGC Taskforce & Defluence

5.8 Confidentiality and Neutrality

- **No Public Disclosures:** All disputes handled by the IIGC are kept fully confidential. Brands and influencers are expected to maintain discretion throughout the process.
- **Impartial Mediation Panel:** The IIGC does not take sides. Mediators are neutral and trained to prioritize fair outcomes over punitive action.
- **Safe Space for Vulnerable Parties** The IIGC offers both parties protection and a platform to be heard without fear.

5.9 Documentation Required

To initiate mediation, brands should provide:

- Signed agreement or contract
- Proof of communication (email trails, DMs, briefs)
- Timeline of events
- Nature of dispute and desired outcome

Section 5 | IIGC Taskforce & Defluence

5.10 Legal Support and Guidance

- **Access to Verified Legal Advisors:** For complex cases involving contracts, IP disputes, or regulated product claims, the IIGC can connect parties with independent legal professionals from its verified advisory panel. This is optional and non-binding.
- **Clarification, Not Confrontation:** Legal support through IIGC is offered to help interpret agreement terms, explain rights, and guide both parties toward fair resolution, not to initiate litigation.
- **Encouraging Pre-Legal Dialogue:** The IIGC encourages all parties to explore mediation first. Legal input is intended to support resolution, not escalate conflict.
- **Resources and Templates for Future Protection:** Post-resolution, brands and influencers may receive sample clauses or guidance to improve future agreements and reduce recurrence of similar issues.

5.11 Post-Mediation Conduct

- **No Retaliation or Public Shaming:** Whether or not mediation leads to resolution, both parties are expected to maintain professionalism and refrain from public attacks.
- **Use Learnings to Improve Future Agreements:** Disputes often arise from vague contracts or unclear expectations. Use the experience to strengthen internal practices and improve briefing and communication systems.

Section 6 | Transparency & Disclosure

6.1. Purpose

Transparency is not a technicality, it is the foundation of trust. When consumers know what is paid, what is gifted, and what is genuine, they feel respected. And when brands enforce clear disclosure standards, they protect both their integrity and the influencer's credibility.

This section outlines how brands must uphold and enforce honest communication in every partnership, leaving no room for confusion or manipulation.

6.2. Clear Disclosure Guidelines

- **Mandate Disclosure in Every Paid Post:** Whether the compensation is financial, in-kind, or through long-term benefits, brands must ensure every influencer clearly states the nature of the collaboration.
- **Don't Rely on Subtlety:** Subtle tags or vague captions are not enough. Disclosures should be easy to spot, easy to understand, and placed prominently, not buried in hashtags or stories.
- **Train Influencers on Disclosure Norms:** Before any content goes live, brands must communicate what tags to use (#Ad, #Sponsored, #PaidPartnership) and where to place them.

Section 6 | Transparency & Disclosure

6.3. Enforcing Platform and Legal Requirements

- **Follow Regional Advertising Guidelines:** Stay updated with local consumer protection laws and advertising codes. What qualifies as a disclosure in one country may not suffice in another.
- **Utilize Platform Tools:** Platforms like Instagram and YouTube provide built-in options to declare paid partnerships. Encourage influencers to use these features along with caption tags.
- **Include Disclosure in Contracts:** Every influencer agreement must have a clause mandating full and visible disclosure. No post should leave room for misinterpretation.

6.4. Differentiating Between Content Types

- **Paid vs. Organic Must Be Clear:** Audiences should never have to guess if a recommendation is sponsored. Influencer captions, videos, and posts must draw a clear line.
- **Gifted Products Still Require Transparency:** Even when no money is exchanged, if there is an expectation of posting, it must be disclosed as a promotional relationship.
- **Affiliate Links and Promo Codes:** When influencers earn commission through trackable links or codes, this financial incentive must be disclosed clearly and upfront.

Section 6 | Transparency & Disclosure

6.5. Common Disclosure Mistakes to Avoid

- Using vague phrases like “partnered with” without proper hashtags.
- Placing disclosures only at the end of a long caption.
- Using non-standard tags like “#sp” or “#collab” without explanation.
- Omitting disclosures in story frames, reels, or short-form content.
- Posting review-style content for gifted items without clarification.

Section 7 | Content Integrity

7.1. Purpose

Authenticity is the currency of influencer marketing. Consumers connect with content that feels real, because it reflects lived experience, not scripted persuasion.

Brands must enable influencers to speak honestly, avoid overreach in messaging control, and commit to integrity in every collaboration. This section lays out how brands can foster truthful storytelling without sacrificing consistency or credibility.

7.2. Encouraging Honest Reviews

- **Let Influencers Speak Freely:** If an influencer genuinely loves your product, their passion will show. But if they're forced into scripted praise, audiences will see through it.
- **Accept Balanced Feedback:** Not every experience will be perfect. Brands must be open to posts that include both positives and limitations, as long as they are fair and factual.
- **Real Use, Real Voice:** Content should stem from actual use, not just a product photoshoot. Encourage influencers to engage with the product in their everyday lives.

Section 7 | Content Integrity

7.3. Avoiding Over-Scripting or Inauthentic Messaging

- **Don’t Control the Narrative:** Give influencers creative freedom to communicate in their own style. Audiences follow them for their voice, not the brand’s.
- **Guidance Over Dictation:** It’s okay to share talking points or key facts, but avoid dictating word-for-word scripts unless required for legal or regulatory compliance.
- **Focus on Fit, Not Force:** If a message doesn’t feel natural for the influencer, reconsider the angle, or the partnership. Forced content backfires.

7.4. Managing Exaggeration and Claims

- **Stick to the Truth:** Avoid superlatives like “best ever” or “guaranteed results” unless backed by evidence. Overpromising can damage brand trust and lead to consumer complaints.
- **Verify All Claims:** If a product benefit is being highlighted, it must be accurate and substantiated. This is especially crucial in sectors like health, beauty, food, or finance.
- **Avoid Pressure-Based Messaging:** Influencers should never rely on guilt, fear, or urgency tactics to push purchases. Ethical marketing respects consumer autonomy.

Section 7 | Content Integrity

7.5. Brand Review and Approval Practices

- **Review for Accuracy, Not Overhaul:** Brands should vet content for false claims or legal risks, but not to sanitize or erase authenticity.
- **Set Clear Boundaries in Advance:** Make it known upfront what types of messaging are unacceptable (e.g., misleading, discriminatory, or unsafe claims).
- **Respect the Creator's Process:** Give influencers time to experience the product before creating content. Rushed briefs often lead to inauthentic outcomes.

Section 8 | Legal Compliance

8.1. Purpose

Influencer marketing is not just about creativity, it is subject to legal and ethical standards. As regulatory scrutiny increases, brands must ensure their campaigns follow the law, honor consumer rights, and operate with complete transparency.

This section provides a clear framework for brands to safeguard themselves, their partners, and their audiences through sound legal practices and ethical governance.

8.2. Adherence to Standards

- **Follow National Guidelines:** Each country has specific advertising laws that cover influencer marketing. Brands must stay updated on these rules and ensure their campaigns are fully compliant.
- **Know the Platform Policies:** Social platforms often have additional requirements for disclosures and promotional content. Make sure influencer posts align with these platform-specific policies.
- **Avoid Deceptive Advertising:** Any omission, exaggeration, or unclear messaging could be seen as misleading. Brands should hold influencers to the same ethical standards expected of any traditional ad campaign.

Section 8 | Legal Compliance

8.3. Contractual Clarity and Safeguards

Set Expectations in Writing

Every influencer collaboration must be governed by a written agreement. Verbal agreements are risky and leave room for confusion.

Include Mandatory Clauses

Contracts should clearly state:

- Disclosure requirements
- Timelines for content creation and posting
- Product claim limitations
- Content review protocols
- Ownership and usage rights
- Crisis response and exit clauses

Specify Deliverables and Penalties
Ambiguity creates risk. Define what's expected, when it's due, and what happens if guidelines are not followed.

Section 8 | Legal Compliance

8.4. Intellectual Property Rights and Usage

- **Define Content Ownership:** Make it clear whether the brand, influencer, or both hold the rights to content. If content is to be reused across other platforms, this must be agreed upon in advance.
- **Usage Windows and Renewals:** Brands should specify the duration and geography for content usage. Renewal terms should be part of the contract, not an afterthought.
- **Avoid Unapproved Edits:** Never modify influencer-created content in a way that distorts their original message, tone, or intent without prior permission.

8.5. Regulatory Risk Mitigation

- **Conduct Legal Reviews:** All campaign content, especially in regulated industries (health, finance, food, beauty), should be reviewed by legal counsel prior to posting.
- **Use Compliance Checklists:** Establish internal checklists to audit influencer content against legal, ethical, and platform-specific guidelines.
- **Document Everything:** Keep records of contracts, communications, approvals, and content drafts. This helps in case of future disputes or regulatory inquiries.

Section 9 | Complaint Redressal

9.1. Purpose

Even with the best intentions, things can go wrong. A misleading post, a misaligned influencer, or a consumer concern may arise. What matters most is how brands respond.

This section outlines how to build a structured, responsive, and transparent system for addressing complaints, ensuring that influencer campaigns remain accountable and respectful to all stakeholders involved.

9.2. Internal Brand Mechanism

- **Set Up a Dedicated Redressal Team:** Appoint a specific team or point of contact to handle influencer-related complaints. These individuals should be trained in marketing ethics, customer sensitivity, and legal compliance.
- **Define Escalation Protocols:** Not every issue needs to go public. Have a clear path for escalating complaints internally, starting with frontline review, then moving to brand leadership, legal, or external regulators when needed.
- **Document Every Complaint:** Track, log, and analyze every complaint, whether minor or major. Patterns often reveal systemic issues that need correction.

Section 9 | Complaint Redressal

9.3. Handling Influencer Misconduct Reports

- **Listen Without Bias:** If a consumer flags problematic behavior by an influencer, whether it's offensive content, misinformation, or unethical promotion, take the concern seriously, regardless of the influencer's status.
- **Take Action When Required:** If an influencer has breached contract terms or harmed consumer trust, act accordingly. This might include:

  a. Issuing a public clarification or apology
  b. Ending the collaboration
  c. Revising internal guidelines

- **Engage With Consumers Respectfully:** Acknowledge the issue. Share how it's being handled. Transparency builds credibility, even in crisis.

9.4. Integrating Consumer Feedback

Route Feedback to Campaign Teams: Consumer complaints or confusion should inform future content decisions. Brands must treat these as insights, not interruptions.

Establish Direct Feedback Loops: Use social media, post-campaign surveys, or email channels to allow consumers to voice concerns about influencer content. Make it clear that their opinions matter.

Involve Influencers in the Process: If a concern arises about an influencer's content, involve them in the resolution. Give them space to clarify, correct, or learn.

Section 9 | Complaint Redressal

9.5. Collaborating with IIGC

- **Engage with IIGC:** Serious complaints or repeated violations should be referred to the Indian Influencer Governing Council (IIGC). *Refer to section 5.*
- **Stay Proactive in Reporting Harmful Trends:** If you see broader patterns, like misuse of AI, unsafe challenges, or undisclosed advertising, raise them. Being part of the solution strengthens the entire industry.

Section 10 | Knowledge Sharing

10.1 Purpose

Influencer marketing is evolving rapidly, and brands, creators, and platforms all benefit when insights are shared, not siloed. By opening up conversations about what works, what fails, and why, the entire ecosystem becomes stronger, more transparent, and more ethical.

This section encourages brands to take an active role in peer learning, open dialogue, and collective growth by participating in structured knowledge-sharing initiatives led by the Indian Influencer Governing Council (IIGC) and other industry bodies.

10.2 Hosting Knowledge Forums

- **Champion Brand-Led Initiatives:** Brands can lead the way by organizing or participating in knowledge-sharing formats. For example, Nestlé's 'Ped Talks'creates a space for open discussion. These types of programs encourage collective learning through real-world experience.
- **Join Industry Dialogues and Working Groups:** Participate in sessions hosted by IIGC, industry associations, or media platforms that promote ethical influencer engagement.
- **Encourage Candid Conversations:** Move beyond curated success stories, discuss what didn't work, what could improve, and how influencer partnerships can evolve.

Section 10 | Knowledge Sharing

10.3 Collaborating with IIGC and Ethical Partners

- **Contribute Learnings to the IIGC Repository:** Brands may share select insights, case examples, or thought-leadership materials to IIGC's community-led forums or whitepapers, helping inform evolving codes of practice.
- **Encourage Sector-Level Collaboration:** In high-impact categories like healthcare, finance, or wellness, cross-brand collaboration on ethical marketing guidelines can prevent consumer harm.
- **Mentor Emerging Brands and Practitioners:** Larger brands can support smaller ones by offering templates, training sessions, or ethical guidance, contributing to a healthier influencer ecosystem overall.

Section 11 | Supporting Claim Guidelines

11.1 Purpose

In categories like health, nutrition, beauty, and wellness, brands often make product claims that rely on scientific backing. When influencers communicate these claims, the margin for error is thin. Misrepresentation, even if unintentional, can mislead consumers, invite regulatory action, and damage trust.

This section lays out best practices for ensuring that all scientific or regulated product claims made in influencer campaigns are factual, approved, and responsibly communicated.

11.2 Grounding Claims in Verified Certifications

- **Back Every Claim With Proof:** Whether the product “boosts immunity,” “reduces acne,” or “is clinically tested,” it must be supported by verified documentation.
- **Provide Certificates of Approval:** Where applicable, share certifications like:
  FSSAI (Food Safety and Standards Authority of India)
  AYUSH (Ayurveda, Yoga & Naturopathy, Unani, Siddha and Homoeopathy)
  FDA, ISO, or relevant clinical trial data
  & more.
- **Make Proof Available to Influencers:** Do not expect creators to repeat claims they cannot verify. Share certificates, lab results, or third-party endorsements for transparency.

Section 11 | Supporting Claim Guidelines

11.3 Claim Categories that Require Special Caution

Health and Wellness Products: Claims like “weight loss,” “pain relief,” or “boosts energy” must be evidence-based and include disclaimers where necessary.

Food, Supplements, and Beverages: Avoid blanket statements like “100% natural” or “cures illness.” Stick to what has been legally approved for communication.

Beauty and Skincare: Terms like “dermatologically tested,” “anti-aging,” or “removes pigmentation” should only be used if backed by clinical testing.

Financial or Educational Offers: In sectors like edtech or fintech, refrain from using phrases like “guaranteed success” or “100% return” unless contractually and legally justified.

11.4 Training Influencers on Sensitive Claims

- **Conduct Briefing Sessions:** Walk influencers through the correct product messaging during onboarding. Clarify dos and don’ts with examples.
- **Use Approved Language Only:** Share pre-approved claim language they can use verbatim. Avoid vague descriptors like “miracle cure” or “instant transformation.”
- **Ask for Content Approval Before Posting:** In regulated sectors, influencer content should always go through a brand and legal review before it goes live.

Section 11 | Supporting Claim Guidelines

11.5 Including Legal and Scientific Disclaimers

- **Use Visible, Platform-Appropriate Disclaimers:** Whether it's a caption note (“results may vary”) or an on-screen tag (“clinically tested in controlled study”), include disclaimers in the actual content, not just in small print.
- **Tailor by Platform and Format:** For reels or short-form videos, on-screen text may be required. In blog posts or YouTube videos, verbal explanation plus written disclaimers are ideal.
- **Update Disclaimers as Needed:** If product formulations or certifications change, update campaign materials and notify all active influencers.

Section 12 | Content Rights

12.1 Purpose

Influencer content is intellectual property. While brands may fund, brief, or co-create it, creators own their tone, likeness, and voice. To avoid disputes and build trust, it's essential that content usage terms are agreed upon clearly and respectfully.

This section outlines best practices for defining how influencer content can be used, where it can appear, for how long, and under what circumstances it can be edited, delayed, or cancelled.

12.2 Setting Usage Terms from the Start

- **Be Transparent About Usage Intent:** Before a campaign begins, communicate if the content will be used:

  a. Only on the influencer's platform
  b. On brand-owned social pages
  c. In digital ads or media buys
  d. In email marketing or offline formats

- **Specify Duration of Use:** Is the content being used for 30 days, six months, or perpetually? Define this upfront and include options for extension or renewal at a fair cost.

- **Distinguish Between Organic and Paid Use:** If content will be boosted or repurposed in sponsored ads, influencers must be made aware and the scope of paid usage should be included in the agreement.

Section 12 | Content Rights

12.3 Platform-Specific Rights

- **Clarify Where the Content Will Live:** Brands should state whether the content will:

  a. **Remain only on the influencer's profile**
  b. **Be reposted to brand pages**
  c. **Appear on third-party platforms like YouTube, Amazon, or Pinterest**

- **Get Platform-Based Consent:** Some creators are comfortable with Instagram use but may not want their likeness in banner ads or connected TV. Secure permission for each intended channel.

12.4 Right to Edit, Modify, Or Adapt

- **Respect the Creator's Voice:** If a brand wants to crop, add voiceovers, or subtitle the content, the influencer must approve the final version unless unrestricted usage rights are contractually agreed upon.

- **No Misrepresentation Through Edits:** Brands must not manipulate or modify content in a way that changes the intended meaning, exaggerates claims, or misleads viewers.

- **Co-Branded or Partnered Use:** If content will be shared with partner brands, agencies, or platforms (e.g., retail chains, e-commerce), this should be disclosed and agreed upon in writing.

Section 12 | Content Rights

12.5 Right to Delay, Cancel, or Hold

- **Include a Delay Clause for Sensitive Situations:** Brands should retain the right to pause or delay influencer content during national emergencies, public tragedies, or reputational crises.
- **Communicate Timing Shifts Promptly:** If the campaign goes on hold, inform influencers early and clarify when/if the content will go live. Compensation must still be honored as per the agreement.
- **Add Cancellation Policies:** Define terms under which content may be cancelled, including influencer non-compliance, shift in business priorities, or unforeseen legal issues.

12.6 Post Campaign Content Handling

Agree on Post Duration for Live Content: If a post needs to stay live for 15, 30, or 90 days, state this clearly. If the content must remain indefinitely, provide rationale and fair compensation.

Request Take-Downs Respectfully: If content is outdated or needs removal post-campaign, brands should approach influencers with context, not mandates, unless the contract allows for it.

Section 13 | Brand Language Guide

13.1 Purpose

When an influencer speaks on behalf of a brand, their tone, language, and storytelling become part of the brand's public identity. This makes it essential to guide communication in a way that is consistent, respectful, and aligned with brand values, while still allowing creators to speak in their own authentic voice.

This section helps brands create effective language guidelines that protect their message without compromising creativity.

13.2 Developing a Brand Language Document

- **Clarify Tone and Style Expectations:** Each brand has a distinct voice, whether it's friendly, expert, playful, or sophisticated. Clearly describe how that should translate into influencer content.
- **Avoid Vague Terms:** Don't just say "sound like the brand." Provide specific adjectives (e.g., empathetic, informative, bold) and clear examples of what is acceptable and what is not.
- **Include a List of Prohibited Phrases or Claims:** Clearly state what influencers must not say, especially in regulated industries. This may include:
  "Cures," "guaranteed," or "instant results"
  Medical or financial guarantees
  Aggressive urgency language (e.g., "buy now or miss out forever")

Section 13 | Brand Language Guide

13.3 Customizing Guidelines by Content Type

- **Adapt for Reels, Stories, YouTube, and Blogs:** Tone varies by format. A playful voice might work on Instagram, but long-form platforms may require more formal or educational delivery.
- **Consider Audience Sensitivities by Category:** What's acceptable in beauty may not work in wellness or parenting. Customize the tone based on the product category, platform, and target demographic.
- **Use Examples to Guide Style:** Instead of only writing rules, include sample captions, scripts, or mock post outlines to show how the brand message can be translated into creator content.

13.4 Providing Creative Freedom with Boundaries

- **Balance Guardrails With Trust:** Don't script every word. Instead, define what must be included (e.g., product name, claim, CTA) and let influencers shape the rest in their voice.
- **Encourage Storytelling Over Scripting:** Genuine product experiences, user stories, and behind-the-scenes moments tend to perform better than overly branded or robotic content.
- **Empower, Don't Police:** Influencers are more likely to follow guidelines when they feel included in the process. Present the language guide as a support tool, not a restriction list.

Section 13 | Brand Language Guide

13.5 Training and Reinforcement

- **Host Brand Onboarding Sessions** Especially for long-term or high-stakes campaigns, offer a short brand induction, either live or via a recorded briefing, to walk through voice, values, and dos and don’ts.
- **Reinforce Consistency With Mid-Campaign Check-Ins:** If content goes live in phases, review tone and positioning regularly to ensure consistency across posts and platforms.
- **Use Feedback as a Training Tool:** Instead of just approving or rejecting content, explain why something works, or doesn’t. so influencers can learn and evolve.

Section 14 | Data Privacy

14.1. Purpose

Data is one of the most powerful assets in digital marketing, but with power comes responsibility. Brands must treat consumer data with care, transparency, and integrity, especially in campaigns that use influencers to drive traffic or conversions.
This section outlines how brands can ensure ethical data practices, secure trust, and remain compliant with evolving privacy laws across all influencer-led campaigns.

14.2. Ethical Data Collection and Use

- **Respect Consumer Boundaries:** Consumers should never be tricked into sharing personal data. Brands must ensure that all data collection is voluntary, well-explained, and fair.
- **Inform Before You Collect:** If influencer campaigns involve contests, sign-ups, or affiliate tracking, clearly state what data is being collected and how it will be used.
- **Limit Data to What's Necessary:** Avoid over-collecting. If a phone number isn't needed for a campaign, don't ask for it. Only collect what's essential for the stated purpose.

Section 14 | Data Privacy

14.3. Clear Consent Protocols

- **Make Consent Explicit:** Use opt-in forms, not pre-ticked boxes. Consent should be active, not assumed.
- **Explain What Consumers Are Agreeing To:** Be transparent about who is collecting the data, brand, influencer, or third-party, and where it will be stored or shared.
- **Allow Easy Opt-Out:** Consumers should be able to withdraw consent or unsubscribe without facing friction or confusion.

14.4. Ethical Affiliate and Tracking Practices

- **Disclose Affiliate Partnerships:** If influencers are earning commission through unique codes or trackable links, this must be openly disclosed to the audience.
- **Do Not Use Covert Tracking:** Invisible pixels or unannounced cookies tied to influencer campaigns breach trust. Full transparency is essential.

Section 14 | Data Privacy

14.5. Avoiding Manipulative Targeting

- **Do Not Exploit Vulnerabilities:** Influencer marketing should never target consumers based on insecurities, be it appearance, income level, or mental health.
- **Avoid Psychological Triggers:** Using data to drive urgency, fear, or guilt-based messaging can be unethical. Emotional manipulation violates the spirit of responsible marketing.
- **Target for Relevance, Not Pressure:** Use data to personalize campaigns, not to overwhelm consumers. Relevance should inform, not intrude.

Section 15 | Crisis Management

15.1. Purpose

Influencer marketing brings reach, relatability, and risk. Whether it's an influencer controversy, misinformation, or a campaign that unintentionally offends, brands must be prepared to act swiftly, responsibly, and transparently.

This section helps brands build internal accountability frameworks and prepare for crisis scenarios to protect their reputation and regain consumer trust when things go wrong.

15.2. Handling Influencer Misconduct

- **Act Quickly and Decisively:** When an influencer associated with your brand behaves inappropriately or violates ethical norms, don't wait. A timely and thoughtful response can prevent deeper damage.
- **Assess the Impact:** Was the misconduct personal, professional, or criminal? Did it occur during or outside of the campaign timeline? Context matters when deciding next steps.
- **Dissociate When Necessary:** Contracts should include clauses that allow for the immediate termination of partnerships due to reputational risk or breach of conduct. If trust is lost, the brand must protect its integrity.

Section 15 | Crisis Management

15.3. Crisis Communication Protocols

- **Have a Prepared Response Plan:** Don't build your response in real time. Create a crisis playbook that outlines:

  a. Who takes the lead internally
  b. What messaging goes out publicly
  c. How to communicate with customers, partners, and press

- **Communicate with Clarity and Honesty:** A vague or overly corporate statement can backfire. Acknowledge the issue, explain your response, and outline what corrective steps are being taken.

- **Avoid Escalation Through Silence:** Silence is rarely neutral. If the public is demanding accountability and the brand stays quiet, it may appear complicit.

15.4. Offering Consumer Recourse

- **Acknowledge Harm When It Happens:** If a campaign misleads, offends, or harms a segment of your audience, acknowledge it. Accountability begins with recognition.

- **Offer Refunds or Support Where Applicable:** If a consumer was financially or emotionally affected by influencer misinformation (such as a product that didn't work as claimed), brands should offer recourse.

- **Route Complaints to Proper Channels:** Ensure customer service teams are trained to recognize influencer-related concerns and escalate them appropriately.

Section 15 | Crisis Management

15.5. Internal Accountability Systems

- **Create Oversight Teams:** Assign a team or designate a brand safety officer to oversee influencer campaigns, vet creators, and monitor performance throughout the collaboration.
- **Conduct Campaign Audits:** Regularly evaluate influencer content, audience responses, and campaign outcomes, not just in terms of ROI, but in terms of ethical performance.
- **Document and Learn from Incidents:** Each crisis, whether major or minor, should lead to an internal review. What went wrong? What can be improved for future collaborations?

For more help refer to section 5.

Section 16 | AI Influencer Collaborations

16.1. Purpose

AI influencers are no longer futuristic, they're here, active, and collaborating with brands. These virtual personalities can captivate audiences, streamline messaging, and drive innovation. But with opportunity comes a new set of ethical, legal, and transparency challenges.

This section outlines how brands should approach AI influencer partnerships with honesty, accountability, and consumer awareness at the forefront.

16.2. Disclosing Artificial Identity

Be Clear About Who (or What) They Are: Consumers have a right to know when they're interacting with a computer-generated personality. AI influencers must be clearly labeled as virtual, on every platform, in every campaign.

Use Direct Disclosure: Use terms like “virtual influencer” or “AI-generated character” in captions, bios, and campaign materials. Include visual indicators where possible.

Avoid Blurring the Line: Do not create the illusion that the AI influencer is a real person. Deception, even if unintentional, erodes trust.

Section 16 | AI Influencer Collaborations

16.3. Content Integrity in AI Campaigns

- **Script with Responsibility:** All AI influencer content is scripted. Brands must ensure that messaging does not mimic emotional experiences, personal testimonials, or real-life scenarios that the AI cannot truthfully represent.
- **Avoid Manipulative Messaging:** Virtual influencers should not be used to simulate vulnerable storytelling, trauma, or identity experiences they cannot genuinely relate to.
- **Use Realistic, Ethical Claims:** Just like with human influencers, AI campaigns must avoid exaggeration or false product claims, especially in health, finance, or safety-related content.

16.4. Deepfakes and CGI Boundaries

- **No Use of Deceptive CGI:** Brands must not manipulate media to make it appear as if a real person said or endorsed something they did not. This includes synthetic voiceovers or deepfake video integrations.
- **Don’t Simulate Real Influencers Without Consent:** Even as technology advances, recreating or mimicking human influencers without full, written permission is unethical and legally risky.
- **Protect Audience Autonomy:** If your audience is unsure what is real and what is AI-driven, the campaign has already crossed a line.

Section 16 | AI Influencer Collaborations

16.5. Assigning Accountability

- **There Must Be a Responsible Entity:** Behind every AI influencer is a creator, an agency, a development team, or a brand. That entity must be held fully accountable for the AI's actions, messaging, and impact.
- **Include AI Provisions in Contracts:** If partnering with AI creators, agreements must cover:
  a. Disclosure rules
  b. Script approval processes
  c. Content usage rights
  d. Legal responsibility in case of consumer complaints
- **Monitor Engagement and Feedback:** Track how consumers are responding to AI-led campaigns. Be ready to adjust or pull back if transparency or comfort is compromised.

Section 17 | Healthy Engagement

17.1. Purpose

Influencer marketing doesn't just sell products; it shapes digital behavior. What brands choose to amplify through their campaigns influences how audiences view themselves, others, and the world around them.

This section outlines how brands can ensure that their influencer collaborations foster inclusive, supportive, and mentally healthy spaces, rather than fueling harmful narratives or toxic engagement.

17.2. Avoiding Harmful Messaging

- **Reject Unrealistic Standards:** Do not support content that promotes unattainable beauty ideals, extreme wealth displays, or perfection-driven lifestyles. These often lead to unhealthy self-comparisons and mental distress.
- **Avoid Guilt or Shame-Based Sales:** Marketing tactics that play on insecurity or fear to push purchases are unethical. Influencer messaging should empower, not manipulate.
- **Stay Clear of Body Shaming or Stereotypes:** Language, imagery, or humor that mocks appearance, identity, or cultural norms has no place in responsible brand campaigns.

Section 17 | Healthy Engagement

17.3. Supporting Mental Health Awareness

- **Respect Mental Wellness Topics:** Influencers should not promote or discuss mental health issues unless they do so responsibly and from a place of knowledge or lived experience.
- **Discourage Toxic Productivity or Wellness Myths:** Avoid content that glamorizes burnout, extreme dieting, or self-improvement promises that lack scientific backing.
- **Provide Disclaimers Where Needed:** For any health, wellness, or personal transformation content, ensure influencers add disclaimers and avoid making sweeping guarantees.

17.4. Encouraging Positive Audience Engagement

- **Set the Tone for Respectful Dialogue:** Encourage influencers to foster safe, respectful, and inclusive comment sections. Responding with empathy should be a brand expectation, not an exception.
- **Don’t Tolerate Trolling:** If a brand-associated influencer engages in online bullying, shaming, or incites harmful interactions, the partnership should be reevaluated immediately.
- **Amplify Civil Voices:** Support influencers who are known for meaningful, balanced conversations, not those who fuel division or outrage for reach.

Section 17 | Healthy Engagement

17.5. Collaborating with Inclusive Creators

- **Partner with Empathy-Driven Influencers:** Choose creators who actively promote kindness, inclusion, and awareness in their digital communities. Their tone reflects on the brand.
- **Support Representation Beyond Tokenism:** Healthy engagement also means being seen. Work with creators from underrepresented groups and empower them as leaders, not checkboxes.
- **Avoid Controversy Farming:** Steer clear of creators known for conflict-driven content. Virality rooted in negativity ultimately harms both the brand and the broader digital culture.

Section 18 | Environmental & Social Responsibility

18.1. Purpose

Every influencer campaign is a chance to show how a brand contributes to a larger purpose, whether that's environmental sustainability, ethical consumption, or social progress.

This section outlines how brands can align their influencer marketing with values that drive real change, not just good optics.

18.2. Promoting Sustainable Choices

Highlight Eco-Conscious Products: Encourage influencers to spotlight features like biodegradable packaging, cruelty-free formulations, sustainable sourcing, and low-waste alternatives when relevant.

Avoid Excessive Product Hauls: Large-scale gifting or mass promotion of single-use or trendy items sends the wrong message. Aim for quality over quantity.

Celebrate Longevity, Not Just Novelty: Shift focus from constant consumption to thoughtful use. Support content that highlights reusability, durability, and responsible ownership.

Section 18 | Environmental & Social Responsibility

18.3. Responsible Messaging on Consumption

- **Move Away from Urgency-Based Marketing:** Phrases like “buy now or miss out” contribute to impulsive consumerism. Influencer messaging should allow space for consideration, not pressure.
- **Discourage Over-Buying:** Limit influencer-led calls to action that encourage excessive purchasing, especially in fashion, beauty, or seasonal categories.
- **Educate, Don’t Just Sell:** Support content that informs consumers about making mindful choices. such as choosing ethical ingredients, supporting local artisans, or researching brand ethics.

18.4. Supporting Social Causes Authentically

- **Back Real Advocacy with Action:** If a campaign supports a cause (e.g., gender equality, education, climate action), ensure the brand is contributing meaningfully, through donations, partnerships, or internal policy.
- **Vet the Influencer’s Track Record:** Don’t just pick creators for their reach. Choose individuals who have shown consistent, genuine engagement with the cause, not those jumping on social trends.
- **Be Transparent About Contributions:** If a portion of proceeds is being donated, state how much, where it’s going, and why. Vague promises to “support” don’t build trust.

Section 18 | Environmental & Social Responsibility

18.5. Building Sustainable Influencer Practices

- **Limit Wasteful PR Drops:** Oversized packaging, unnecessary product bundles, and branded clutter are not sustainable. Shift toward digital experiences or conscious gifting.
- **Offer Opt-Out Options for Gifting:** Allow influencers to decline PR packages without losing campaign opportunities. Respecting their space and values reflects well on the brand.
- **Collaborate on Green Messaging:** Work with influencers to create content that educates audiences on the environmental impact of their choices, even outside of direct product promotions.

Section 19 | Performance Monitoring

19.1 Purpose

At the close of every influencer campaign, reporting is where everything comes together.
It's not just about the numbers; it's about what those numbers represent. Reach, clicks, and ROI are important, but ethical reporting goes further: it captures sentiment, transparency, and whether the campaign stayed true to the brand's values.

This section guides brands in building reporting frameworks that are data-driven, ethical, and aligned with long-term impact.

19.2 Defining KPIs in Contracts

- **Set KPIs Before You Start:** Clearly outline what success looks like in the influencer agreement. Common KPIs include:
  a. Engagement rate (likes, shares, comments)
  b. Reach and impressions
  c. Video views and watch time
  d. Swipe-ups, link clicks, or sign-ups
  e. Branded hashtag usage
  f. Referral code redemptions

- **Include Qualitative Metrics:** Alongside numerical goals, track:
  a. Tone of comments
  b. Community feedback
  c. Alignment with brand messaging

- **Ensure KPIs Are Realistic and Ethical:** Avoid setting performance benchmarks that push influencers toward manipulative or overhyped content just to hit targets.

Section 19 | Performance Monitoring

19.3 Blending Numbers with Narrative

- **Go Beyond Surface Metrics:** Track audience sentiment, share of voice, or how many people saved the post or commented with genuine curiosity. These often indicate real influence.
- **Analyze Fit, Not Just Function:** Did the influencer's community resonate with the message? Did their tone complement the brand? These softer signals help evaluate long-term brand alignment.
- **Use Tools, But Add Context:** Analytics platforms are valuable, but human insights matter too. Supplement data dashboards with team debriefs, influencer feedback, and consumer reviews.

19.4 Mid-Campaign Performance Check-Ins

- **Don't Wait Until the End:** For multi-week or phased campaigns, conduct a mid-point review. Ask:
  a. Are we meeting goals?
  b. Is content resonating?
  c. Are there early signs of concern or backlash?
- **Course-Correct Respectfully:** If adjustments are needed, work collaboratively with the influencer. Don't change the brief without discussion.

Section 19 | Performance Monitoring

19.5 Final Reporting and Learnings

- **Create a Standard Campaign Wrap-Up Deck:** Include:

  a. Key performance metrics
  b. Visual highlights (top posts or comments)
  c. Observed trends or unexpected insights
  d. Lessons for the next campaign

- **Invite Influencer Reflections:** Ask creators to share what they felt worked and what didn't. This feedback loop deepens trust and improves future campaigns.

- **Archive Results for Future Benchmarking:** Store reports and performance summaries for internal comparison across future campaigns, categories, or seasons.

19.6 Ethical ROI and Long-Term Impact

- **Measure Reputation, Not Just Revenue:** Track how the campaign impacted brand sentiment, search interest, or social conversation, even if it didn't convert instantly.

- **Balance Virality With Values:** High numbers are great, but only if the message is on-brand, responsible, and trustworthy.

- **Reward Integrity in Performance Reviews:** When evaluating influencer impact, reward those who were transparent, professional, and audience-aligned, not just those with viral reach.

ABOUT IIGC

The Indian Influencer Governing Council (IIGC) is a self-regulatory organization committed to fostering transparency, accountability, and ethical standards in influencer marketing. By uniting influencers, brands, agencies, and digital platforms across India, we establish guidelines that promote authenticity, responsible content creation, and fair collaborations. Our mission is to ensure a thriving digital ecosystem where audiences are protected, creators are empowered, and businesses engage in ethical and innovative marketing practices.