

# Native Advertising: Old Wine in New Bottles

May 5, 2017

2017 FDLI Annual Conference

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Federal Trade Commission

\* Mr. Cleland's statements reflect his own views, and do not necessarily reflect the views of the Commission or any individual Commissioner.

# Native Advertising

- December 22, 2015 the Commission issued an enforcement policy statement addressing the issue of native advertising.
- [https://www.ftc.gov/system/files/documents/public\\_statements/896923/151222deceptiveenforcement.pdf](https://www.ftc.gov/system/files/documents/public_statements/896923/151222deceptiveenforcement.pdf)
- Native advertising is advertising that is intended to mimic non-advertising content in style and form.
- Native Advertising: A Guide for Businesses
- <https://www.ftc.gov/tips-advice/business-center/guidance/native-advertising-guide-businesses>

# General Principle

- “The Commission will find an advertisement deceptive if the ad misleads consumers as to its nature or source, including that a party other than the sponsoring advertiser is its source. Misleading representations of this kind are likely to affect consumers’ decisions or conduct regarding the advertised product or the advertisement, including causing consumers to give greater credence to advertising claims or to interact with advertising content with which they otherwise would not have interacted.”

# No Disclosure Required

- If it is apparent from the context that the content is an ad: Run Fast, Run Smart, Run Winged Mercury
- If there is no selling message: The 20 Most Beautiful Places to Vacation
  - Winged Mercury Brand
  - Presented by Winged Mercury

# Tips on Disclosures

- Use clear and unambiguous language.
- Place disclosures as close to the native ads as possible.
- Use a font and color that's easy to read.
- Use a shade that standouts against the background.
- Video ads – insure that disclosure is on the screen long enough to be noticed, read, and understood.
- Audio disclosures – read at a cadence that's easy for consumers to follow and in words consumers can understand.

# Proximity

- Place disclosures on the main page of a publisher site where consumers will notice them and easily identify the content to which the disclosure applies.
- Place disclosures in front of or above the headline of the native ad.
- If a native ad's focal point is an image or graphic, ad disclosure might need to appear directly on the focal point itself.

- A single disclosure that relates to more than one native ad should be accompanied by visual cues that make it clear the disclosure applies to each ad in the grouping.
- Disclosures should remain when native ads are republished by others.

- Once consumers arrive on the click- or tap-into page where the complete native ad appears, disclosures should be placed as close as possible to where they will look first.
- In multimedia ads, a disclosure should be delivered to consumers before they receive the advertising message to which it relates.



# Clarity of Meaning

- Ad, Advertisement, Paid Advertisement, Sponsored Advertising Content

# Clarity of meaning

- Ambiguous
  - “Promoted”
  - “Promoted stories”
- Not clear
  - Presented by
  - Brought to You by
  - Promoted by
  - Sponsored by

# Lord & Taylor

- [www.ftc.gov/news-events/press-releases/2016/03/lord-taylor-settles-ftc-charges-it-deceived-consumers-through](http://www.ftc.gov/news-events/press-releases/2016/03/lord-taylor-settles-ftc-charges-it-deceived-consumers-through)
- Lord & Taylor's campaign promoted their Design Lab collection (March 2015).
- Native advertising & Influencer campaign on Instagram.
- Paisley asymmetrical dress.

# Lord & Taylor

- Lord & Taylor contracted Nylon, an online fashion magazine, run an article and post a photo of the paisley dress on Nylon's Instagram page.
- Lord & Taylor reviewed and approved the paid-for Nylon article.
- Lord & Taylor reviewed and approved the paid-for post.

#NYLON  
shopFROM OUR  
FASHION CLOSET  
TO YOURS

SHOP NOW &gt;&gt;

this season's  
must-have line

lord &amp; taylor's design lab

by: nylon — march 31 2015

#NYLONshop

FROM OUR  
FASHION CLOSET  
TO YOURS

SHOP NOW &gt;&gt;

## more nylon

prev **rihanna**  
finally speaks out  
about dating  
leonardo dicaprionext **stop** what  
you're doing and  
watch the new  
'mad max' trailer

## from our friends



Bobbi Kristina Brown



9 Must-Know Tips For



view gallery

photo via @sweetyxndgng instagram




Every season, there's one collection that you see everywhere—and yet, instead of getting sick of it, you lust after it until one day, you finally cave in and get it for yourself. This time around, we're taking out the guess work and introducing you to spring's must-have line: **Lord & Taylor's Design Lab**. You've probably already seen the new contemporary line's asymmetric bandana dress everywhere—from Instagram to your favorite blogs to the streets. But **Design Lab** is filled with many more amazing statement pieces, like festival-ready lazer cut tanks and fringed kimonos.

Click through the gallery to see how your favorite bloggers style their **Design Lab** pieces.

# Lord & Taylor


- Lord & Taylor also recruited a team of 50 fashion influencers.
- Paid them between \$1,000 and \$4,000 to post photos of themselves in the dress on Instagram on one specified weekend in March 2015.
- Coordinated with Nylon postings.
- No disclosures.




**wendyslookbook**
Follow


3 weeks ago  
 tspring awaken ng Pairing a cropped trench with  
 gotdand'ay o's exclusive #DesignLab handkerchief-  
 hem dress 'Ci Really enjoye seeing how others styled  
 this vibtam piece!

lesfiesue tenun\_ruseni.prince se\_malgres\_elle and  
 123k others like this.


 hafizahadee  
 Iwam that shoesss 1


**M**thatsotee  
**Im**A W E S O M E ~

wendysundari  
 i!tJi clbe\_lite\_ store


 nafiskeron dot com  
 wendyslookbook it was sue a pleasure to meet you  
 today Wendy your a pure ge lets stay connected .

**11** fashionfinity12\_  
 I post many omcs and design r handbags pies

**.la** sabhe\_says  
 Its not that exdusive. I have s en about a dozen  
 people style th on llstagram and many more when I  
 looked at the hash tag\_


 Leave a comment...

# Lord & Taylor Charges

- Lord & Taylor falsely represented that the 50 Instagram images and captions reflected the independent statements of impartial fashion influencers, when they really were part of a Lord & Taylor ad campaign to promote sales of its new line;
- Lord & Taylor failed to disclose that the influencers were the company's paid endorsers – a connection that would have been material to consumers; and
- Lord & Taylor falsely represented that the Nylon article and Instagram post reflected Nylon's independent opinion about the Design Lab line, when they were really paid ads.



# Lord & Taylor: Remedy

- L&T is prohibited from falsely claiming that an endorser is an independent user or ordinary consumer.
- Material connections must be disclosed.
- L&T is prohibited from falsely claiming that a statement or opinion from an independent or objective publisher or source.
- L&T must monitor its influencers.

## Questions to Ask Yourself When Reviewing “Native” Advertising

Ask these questions when determining whether a disclosure is required:

- Could the content be interpreted as promoting the sale of a product or service?
- If so, is the content easily recognizable as an advertisement? If not, a disclosure will be required, unless . . .
- Does the advertising consist of only displaying a product within a movie or TV show without any accompanying performance claims? If yes, no disclosure is required.

## Questions to Ask Yourself When Reviewing “Native” Advertising

Ask these questions when determining what the disclosure should say:

- Does the proposed disclosure clearly convey the relationship between the content and the advertiser?
- Is it easily understandable by ordinary viewers?
- If the content is aimed at a specific target audience, is the disclosure easily understandable by that audience?
- Are there a significant number of viewers who might not understand the proposed disclosure?

## Questions to Ask Yourself When Reviewing “Native” Advertising

Ask these questions when determining whether the disclosure is conspicuous?

- Is the disclosure in a location that is likely to be noticed?
- How close is the disclosure to the native ad?
- Is the disclosure visible without additional clicks or significant scrolling?
- If written, is the disclosure easy to read based on font, color, size, and contrast?
- For video ads, is the disclosure on the screen long enough to be read and understood?
- For audio disclosures, is the disclosure read at a cadence that is easy for consumers to follow?
- Is the disclosure viewable on mobile and desktop platforms?

# Contact Information

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# BakerHostetler



## When Is a Native Ad Truly a Native Ad?

*By Linda Goldstein*

lgoldstein@bakerlaw.com

When Are the Disclosures Required?

**WHEN IT'S AN AD**

**WHEN IT'S NOT CLEAR IT'S AN AD**



# Ad or Not?



# Is It An Ad

- Not all sponsored/branded content is an ad
- Factors to Consider:
  - Does the content mention or show the advertiser's product or service
  - Could a selling message be implied
  - Does the content help to promote the product or service

# Ad or Not?

- FTC Example: Featured article in Fitness Magazine about the 20 most beautiful places to travel
  - Article paid for by Winged Mercury Footwear – Article says “Presented by...”
  - No product mentioned or promoted in the article
  - Article does not have to be labeled as an “AD”

It's Not an Ad



## 10 Beautiful Places In The World That Actually Exist

Fantastical places exist not only in movies and fairy tales, but in the real world too! You've got to see these places to believe them. Just like [Pepsi NEXT](#), you've got to taste it to believe it.

posted on May 6, 2012 at 2:20pm EDT



BuzzFeed Partner



11K



27k



### 1. Wisteria Tunnel



Via [jeanmarcegariste.com](#)

Wisteria Tunnel is located at the Kawachi Fuji Gardens in Kitakyushu, Japan. Flowering trees hang overhead and the different colored rows speckle the garden.



## See How San Diego Epically Does 2017



SPONSORED CONTENT BY 

Originally seen on Thrillist



KAABOO

This is your year to visit San Diego. Even by the high standards of its ubiquitous nature and culture — hiking, kayaking, craft beer tastings, sports, a bustling downtown, and of



ADVERTISEMENT



# Ad or Not?

- FTC Example: Winged Mercury disseminates an article on Fitness Magazine
  - Headline reads “Running Gear Up Mistakes to Avoid”
  - Article features training suggestions AND recommends Winged Mercury Shoes for injury prevention
  - Article can be accessed from Fitness Life main page or directly
    - Disclosure is required on main page of Fitness Life’s site
    - Disclosure is required on click into page

**IT'S AN AD**





SECTIONS

HOME

SEARCH

The New York Times

LOG IN

1. OP-ED CONTRIBUTOR

2. OP-ED CONTRIBUTOR

3. MACHINE LEARNING: Getting the Most Out of Apple iOS 8

4. Pursuing the Impossible, and Coming Out on

5. Starting Friday, U.S. Will Ease Restrictions on Travel to Cuba

6. Use the iPhone's iOS 8 Like a Pro

7.

PAID POST

NETFLIX

BrandStudio

Facebook Twitter LinkedIn

# Women Inmates: Why the Male Model Doesn't Work

As the number of women inmates soars, so does the need for policies and programs that meet their needs

By Melanie Deziel



ILLUSTRATIONS BY OTTO STEININGER

**Over the past three decades, the number of women serving time in American prisons has increased more than eightfold.**


Today, some 15,000 are held in federal custody and an additional 100,000 are behind bars in local jails. That sustained growth has researchers, former inmates and prison reform advocates calling for women's facilities that do more than replicate a system designed for men.

"These are invisible women," says Dr. Stephanie Covington, a psychologist and co-director of the Center For Gender and Justice, an advocacy group based in La Jolla, Calif. "Every piece of the experience of being in the criminal justice system differs between men and women."






360


Due to budget cuts, The Onion is only able to list today's low




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**SPONSORED POST** • Starbucks • 08/18/2014







I hereby approve this commercial endeavor as fit for publication in The Onion news-paper. May the ox of journalism always be yoked to the cart of commerce.

Yours in avance,  
**T. Herman Zweibel**  
 Publisher Emeritus, The Onion

## Scientists Posit Theoretical 'Productive Weekend'


NEWS IN BRIEF • Aug 18, 2014


 Share on Facebook 401
  Share on Twitter 60
  1




CAMBRIDGE, MA—Challenging long-accepted scientific convention, a group of leading MIT scientists published a report Thursday positing that, under certain rare and specific conditions, a so-called “productive weekend” is theoretically possible. “Though mankind’s collective understanding of productivity has, until today, encompassed only that which begins at 9 a.m. on

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[AutoTrader.com](#)


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**RECENT NEWS**


Area Man Willing To Give Up Any Of Muslims' Rights Necessary To Feel Safe

Man Reserving Judgment On Best Actress Nominees Until Looking At All 5 Pictures

Kids Teary-Eyed After Helping Dad Move Into First Apartment

Report: Reuben Rated Top Midsize Sandwich In Its Class

New Archaeological Find Suggests Mary Magdalene Was Actually A Size 12

**LESSER NEWS FROM THE WEB**






HISTORY BEGINS HERE

*This series spotlights young women who are helping set a new course for our generation. Across industries, they're challenging the status quo and empowering us all to think differently about the way business is done.*

SEE MORE FROM COLE HAAN



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In collaboration with **COLE HAAN**

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IN COLLABORATION WITH COLE HAAN

## How to Succeed in Science, According to Some of the World's Brightest Female Scientists

Unlock your inner genius. Sponsored by Cole Haan.

By Brooke Morton • November 7, 2014

# Ad or Not?

- FTC Example: Virtual game integrates branded products into the game
  - Advertisers pay for the brand integration
  - No objective claims are made about the product
  - FTC View: Not material to consumers whether branded products appear in the game because the advertiser paid for the integration or the game developer used their own judgment
    - No disclosure is required
    - RELY ON THIS CASE WITH CAUTION!

**It's Not an Ad**



# Ad or Not?

- Disclosure Implications:
  - If its “sponsored” or “branded content”- but not an ad- more leeway with disclosures
  - Sponsored/Presented/Promoted would be OK
  - Do not label it an ad if its not
    - Third party rights implications

Clear Its an Ad?

# When Is It Clear It's an Ad?

- Factors to Consider:
  - How similar is the format to other non-advertising content on the page
  - To what extent is the native ad distinguished from advertising content
  - Is there other branding
  - FTC will look at overall net impression
  - Context



# When Is It Clear It's an Ad?/ When Is Disclosure Required?

- FTC Example: Article placed by Winged Mercury appears on financial news site
  - Format, color scheme, font and graphics resemble other financial news articles
  - Headline reads “Run Fast, Run Smart, Run Mercury
  - Image of shoe appears in the article
  - Article contains a hyperlink to click to learn more about Mercury Shoes
- FTC View: Headline, shoe image, hyperlink convey commercial nature of the content

CLEAR IT'S AN AD



# When Is It Clear It's an Ad?

- FTC Example: Online magazine featuring stories about health, technology, science
  - Headline reads “Making Cleaning Fun, How Technology Has Changed Housekeeping”
  - Text and image formatted like other articles in the magazine’s feed
  - Article featured Dirt Pulverizer vacuum as innovation
  - Advertiser paid the publisher to create and publish the article
- FTC View: Disclosure required on the publisher’s site and on the click into page

NOT CLEAR IT'S AN AD



SPONSOR CONTENT





What's this?



## As Big Data Grows, a New Role Emerges: the Chief Data Officer

Adding this new position to the C-Suite will help companies utilize Big Data to gain a competitive advantage.

David Lavery, Vice President Marketing, Big Data and Analytics, IBM | Mar 17, 2014

 Recommend 40  Tweet 85  Share 42  1 7



### Innovator Chat:

Improving the Customer Experience with Big Data

Now Live

Inhi Cho Suh,  
Vice President of Big Data for IBM



BIG DATA AND THE CUSTOMER EXPERIENCE REVOLUTION





# 71% Identified as an Article

**BuzzFeed**



News Buzz Life Quizzes Videos More ▾



## 14 Hacks To Really Up Your Gardening Game This Spring

Garden on fleek. Anyone can get a great garden with [Miracle-Gro](#).

posted on May 18, 2015, at 11:07 a.m.



**Miracle-Gro**  
Brand Publisher



## 14 Hacks To Really Up Your Gardening Game This Spring



javascript:;



1 friend likes this



**Miracle-Gro**  
Yesterday at 8:30am

The end of gardening season is near.  
HA! Not at all.

Spinach, collard greens and broccoli thrive in cool weather.



Follow @MiracleGro 6,587 followers

### Tweets

Follow



**Miracle-Gro** @MiracleGro  
We're in! #gardening  
[building your dream garden fast](#)

2h

## SlimFast in *Star* Magazine

### NAD Case #6039

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- Native ads promoting SlimFast appeared on cover and in an article in the magazine
- Cover and internal ad were designed to look like editorial,



# SlimFast in *Star* Magazine

## NAD Case #6039

BakerHostetler

“The cover page referred readers to ...an article titled, ‘Snack Your Way to Slim.’ ...

This cover story and article appeared to be editorial content but were in fact advertisements for SlimFast.” NAD

Second article promoted shakes with product claims provided by SlimFast- “clinically proven to lose weight

**Snack Your Way TO SLIM**

ALL THREE OF THESE WOMEN MET THEIR WEIGHT LOSS GOALS THE EASY WAY — BY PICKING A PLAN THAT WORKS AND GIVING IN TO THEIR CRAVINGS!

**ROSALYN CAMPBELL, 43**  
“I love what SlimFast did for me and still can’t believe I got my body back. It’s like meeting the woman I used to be!”  
**LOST 53 lbs.!**

**DANIELLE SYDNOR, 33**  
“Working as a registered nurse in the emergency department can make it quite difficult to eat during my shift. With SlimFast, it’s convenient to have the snacks and shakes in hand!”  
**LOST 25 lbs.!**

**JOANN RICE, 34**  
“The SlimFast plan has shown me that with planning and dedication, anything is possible. It’s an easy plan that works, and I’m having a blast with the new me.”  
**LOST 40 lbs.!**

**THE SUPERFAST SLIM-DOWN SECRET!**  
Available at Walmart and all major retailers, or visit [slimfast.com](http://slimfast.com)

## Ad or Not? SlimFast in Star Magazine

### NAD Case #6039

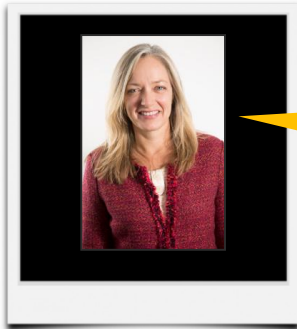
---

- The NAD ruled that:
  - [A]dvertising in a format that appears to be editorial has the potential to mislead or confuse consumers because consumers may attach a different weight or significance to editorial content than to pure advertising content.
- In response to the NAD's inquiry, SlimFast discontinued the ads.

# Ad or Not? SlimFast in Star Magazine

## NAD Case #6039


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**Laura Brett, NAD**

*This is the first time we looked at a publisher and asked them to come in and discuss the way they were presenting a native ad in their magazine for a product that was not their own.*

# SEC Steps Into the Action




Seeking Alpha

Market News **Stock Ideas** Dividends Market Outlook Investing Strategy ETFs & Funds Earnings PR

Long Ideas Short Ideas Cramer's Picks IPOs Quick Picks **Sectors** Editor's Picks Dow 20

## Following The Latest In Alzheimer's Research As An Investor

Feb. 24, 2014 10:12 AM ET | 10 comments | Includes: AXL, FRX, JNJ, LLY, NVS, PFE, PRN, RHBY



**Justin Gallagher**  
Long only

Follow

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*(Editors' Note: This article covers a stock trading at less than \$1 per share and/or with less than a \$100 million market cap. Please be aware of the risks associated with these stocks.)*

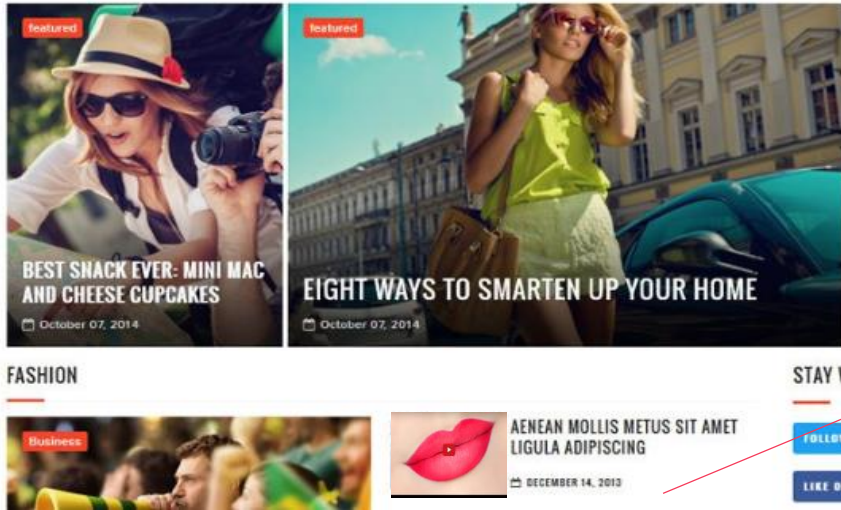
The race to find the "next-generation" drug as a symptomatic or disease modification treatment for Alzheimer's is in full swing. Various organizations are funding millions of dollars in research to come up with a way to stifle this chronic disease that is costing billions of dollars a year in treatment and care. As an investor, it is always important to be abreast of the latest research. One never knows when it might make a good investment.

We have a huge challenge in the United States with Alzheimer's. There are two factors that contribute to the increase of this disease. The first is the advancement of medicine as a whole. Diseases that had been terminal in the past, like HIV, are no longer terminal but now have become "chronic" in nature. This leads to longer life. Secondly, since Alzheimer's is a chronic condition that correlates with the older population, the baby boomers in the United States are now entering their golden years. Between the two, people are living longer. An older population also increases the probability that Alzheimer's will continue to increase naturally.

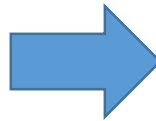
**What is happening in Alzheimer's?**

If a disclosure is needed, where does it belong?

# Example 1: Embedded Video on Lifestyle Website



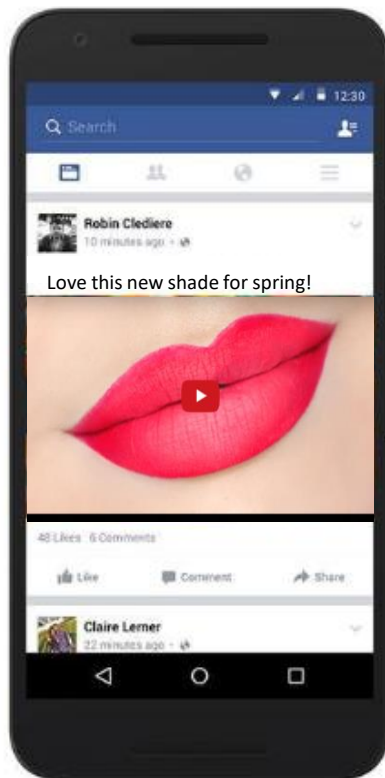
- Lifestyle website with articles and videos.
- On a page that discusses the season's newest beauty products, there is a link to a tutorial video about lipstick application.
- Stylist shows several techniques and then recommends the brand, Diva Luxe, which paid for and produced the video.



Disclosure prior to playing the video would be required. Depending on the length and content, an on-screen or disclosure within the video may also be recommended.



## Example 2: Social Media Feed



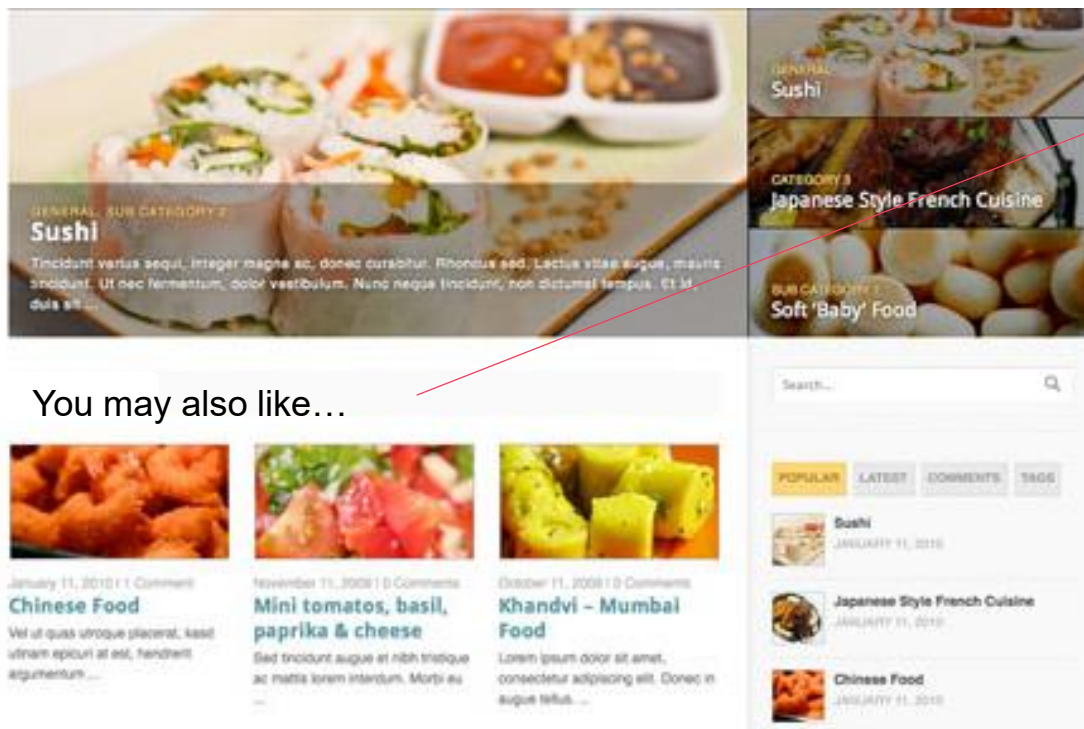
- Same video as before.
- Posted by the stylist.
- Two potential advertisers here: Robin (stylist) and Diva Luxe (lipstick)
- Post disclosure – typically provided by the platform
- Video disclosure – would need to also disclose that the video is sponsored because it could otherwise appear to be Robin's opinion rather than commercial content.

# Example 3: Multimedia Electronic Magazine



- Video takes you to a cooking demonstration in which a chef explains how to prepare the meal shown here.
- He discusses how delicious it is, how he likes to serve it for friends and family.
- Video was sponsored by the National Artichoke Council.
- Disclosure necessary in on the magazine display and in the video to prevent deception.

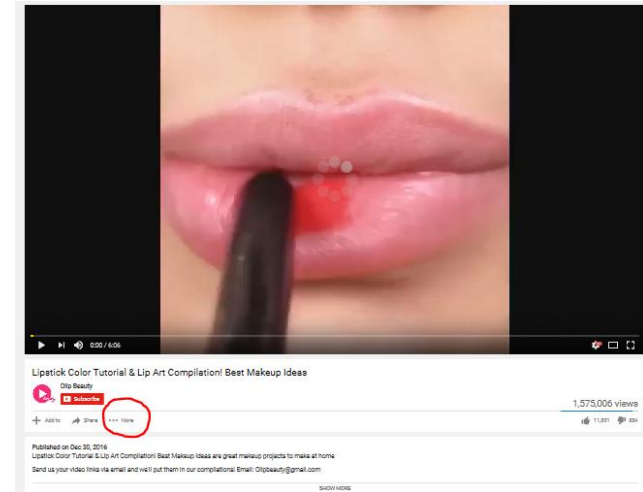
# Example 4: Widgets



- The same site also features content recommendation widgets that appear to be recommended recipes based on your search history.
- Some are just recipes but some are sponsored content.
- Disclosure is necessary before consumers click as to which ones are sponsored.

# Key Considerations

- Communicate the sponsored nature before consumers view the ad.
- Multiple disclosures may be necessary depending on context, e.g., on the social media post and in the video or on the magazine and in the multimedia feature.
- Close proximity
- Clear and conspicuous on all platforms.





## Native Advertising

What does the disclosure need to say?

# Native Advertising

The screenshot shows the top navigation bar of The Atlantic website with categories: POLITICS, BUSINESS, TECH, ENTERTAINMENT, HEALTH, EDUCATION, SEXES, NATIONAL, GLOBAL, VIDEO, and MAGAZINE. A red arrow points to a yellow 'SPONSOR CONTENT' button. Below this is the article 'As Big Data Grows, a New Role Emerges: the Chief Data Officer' by David Lavery, dated Mar 17, 2014. The article is presented by IBM and features a line graph. To the right is a sidebar for 'Innovator Chat' with Jodi Cho Suh, Vice President of Big Data for IBM, and a 'Now Live' button. The bottom of the article shows social media sharing options (Facebook, Twitter, LinkedIn, Google+) and a large image of a person's face overlaid on a complex data visualization.

**The Atlantic**

POLITICS BUSINESS TECH ENTERTAINMENT HEALTH EDUCATION SEXES NATIONAL GLOBAL VIDEO MAGAZINE

SPONSOR CONTENT What's this?

**POWER IN DATA:**  
Turning Facts Into Discoveries

PRESENTED BY  
**IBM**

## As Big Data Grows, a New Role Emerges: the Chief Data Officer

Adding this new position to the C-Suite will help companies utilize Big Data to gain a competitive advantage.  
David Lavery, Vice President Marketing, Big Data and Analytics, IBM | Mar 17, 2014

Recommend 40 Tweet 65 Share 42 1 7

**Innovator Chat:**  
Improving the Customer Experience with Big Data  
**Now Live**  
Jodi Cho Suh,  
Vice President of Big Data for IBM

**BIG DATA AND THE CUSTOMER EXPERIENCE REVOLUTION**

# Native Advertising



REFINERY29 + Walmart\*

## 2 Halloween Looks Done Entirely With Makeup

JADA WONG

8 HOURS AGO

SHARE IT



COMMENTS

SEE ALL SLIDES

REFINERY29 + Walmart\*

PRESENT

## READY SET

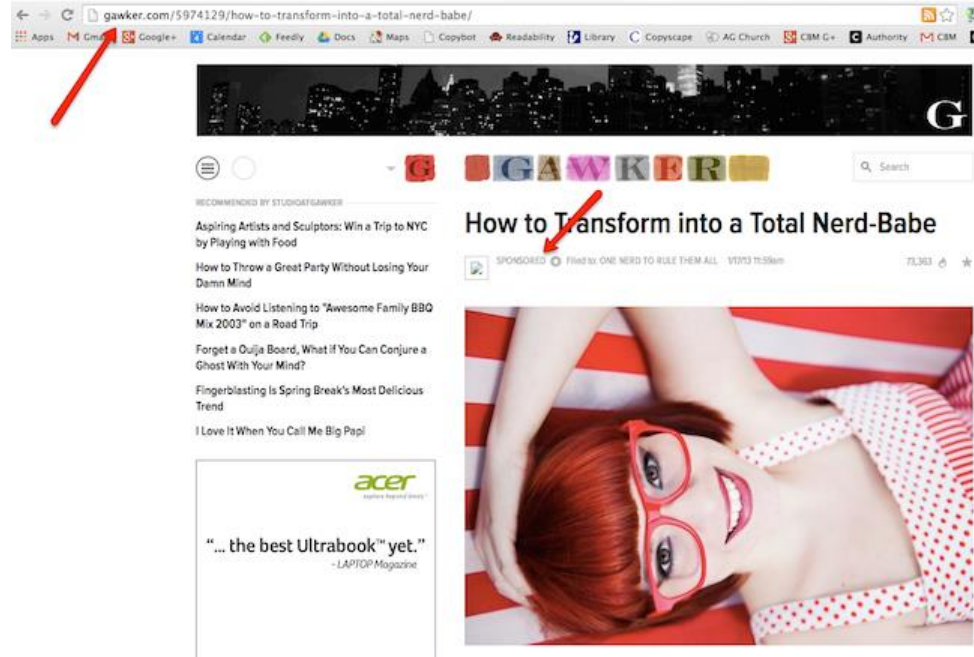


SEP 1, 2016 4:00 PM  
JADA WONG

Ready or not, Halloween is right around the corner. And if you're someone who tends to procrastinate on their costume until the last minute, consider this: You might not need one. We consider ourselves pretty creative, but trying on different outfits for an hour hoping inspiration will strike can seem pointless when the world of makeup holds endless possibilities. None of which, may we point out, involve any variety of sexy [fill-in-the-blank]. So this year, we're moving past the constraints of our closets and diving face first into our makeup bags instead.



# Native Advertising





# Native Advertising



Though the inimitable Dorothy Parker once claimed, "Men seldom make passes at girls who wear glasses," times, they have changed. These days there is nary a fella out there who would balk at putting the moves on some bespectacled nerd-babe. In fact, it's pretty much safe to say, that being "adorkable" is now considered a compliment.

Ads by Google

Iclick Optical Eyeglasses  
Eyeglasses @ \$9.95 with RX lens Ships in 1  
day, arrives in 3-6 days  
[www.iclickoptical.com](http://www.iclickoptical.com)



That's why, inspired by tonight's premiere of *King of the Nerds*, the new reality show that pits cosplayers vrs. scientists in a \$100,000 competition to prove their ultimate nerd-dom (and is, of course, hosted by *Revenge of the Nerds* stars Robert Carradine and Curtis Armstrong. Hi, Booger!), we've curated a list of fine sartorial choices for ladies with a glimmer of geek in their eye.



# Native Advertising

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www.scientology.org

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*the Atlantic*

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'Sons of Apes and Pigs': Where Is the Reaction?

Can Ohio Handle the Truth?

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SPONSOR CONTENT  
What's This?

**David Miscavige Leads Scientology to Milestone Year**

*Under ecclesiastical leader David Miscavige, the Scientology religion expanded more in 2012 than in any 12 months of its 60-year history.*


Share 3 Tweet 12:25 PM ET



2012 was a milestone year for Scientology, with the religion expanding to more than 10,000 Churches, Missions and affiliated groups, spanning 167 nations—figures that represent a growth rate 20 times that of a decade ago.


The driving force behind this unparalleled era of growth is David Miscavige, ecclesiastical leader of the Scientology religion. Mr. Miscavige is unrelenting in his work for millions of parishioners and the cities served by Scientology Churches. He has led a renaissance for the

TEL AVIV, ISRAEL  
Ribbon Falls on Ideal Center of Scientology for the Middle East



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# Native Advertising



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## Should You Accept Your Employer's Pension Buyout Offer?

Fidelity Viewpoints Team · Fidelity

Faced with mounting pension costs and greater volatility, companies are increasingly offering their current and former employees a critical choice: Take a lump sum now or hold on to their pension.

“Companies are offering these buyouts as a way to shrink the size of their pension plans, which ultimately reduces the impact of that pension plan on the company’s financials,” says John Beck, senior vice president for benefits consulting at Fidelity Investments. “From an employee’s perspective, the decision comes down to a trade-off between an income stream and a pile of money that’s made available to them today.”

# Native Advertising

The screenshot displays the People.com homepage. At the top left, a promotion for a free issue of People magazine is shown. The main navigation bar includes links for HOME, NEWS, VIDEO, PHOTOS, STYLE, BABIES, ROYALS, PREMIUM, SHOP, MORE, and a SUBSCRIBE button. A red arrow points from the 'STYLE' link to a large banner advertisement for 'Hello Sunshine' and 'Coppertone CLEARLY SHEER'. Below the banner, the 'People style' section is visible, with 'STUFF WE LOVE' circled in red. The bottom of the page features a 'POWERED BY JOYUS' logo.

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plus instant digital access  
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People

Digital Subscribers | [Sign In](#)

HOME NEWS VIDEO PHOTOS **STYLE** BABIES ROYALS PREMIUM **SHOP** MORE [SUBSCRIBE](#) [Q](#)

Hello Sunshine

Coppertone CLEARLY SHEER See it now

Use and reapply as directed.

People style

NEWS FASHION BEAUTY **STUFF WE LOVE** GIVEAWAYS RED CARPET

POWERED BY JOYUS

# Native Advertising

## Nylon Magazine Website



photo via @dawnsloughing instagram



Every season, there's one collection that you see everywhere—and yet, instead of getting sick of it, you lust after it until one day, you finally cave in and get it for yourself. This time around, we're taking out the guess work and introducing you to spring's must-have line: **Lord & Taylor's Design Lab**. You've probably already seen the new contemporary line's asymmetric bandana dress everywhere—from Instagram to your favorite blogs to the streets. But **Design Lab** is filled with many more amazing statement pieces, like festival-ready lazer cut tanks and fringed kimono's.

## Lessons Learned

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- Native advertising content must be disclosed
- Disclosures must follow republication of content
- Disclosure must be presented before advertising message
- Mandate disclosure in your agreements!