

Case #6209 (09/18/2018)

Unilever United States, Inc.

Native Advertising

Challenger: National Advertising Division
Product Type: Cosmetics/Beauty Products/Toiletries
Issues: Performance Claims
Disposition: Administratively Closed

Basis of Inquiry: As part of NAD's routine monitoring program, NAD requested substantiation for claims made in a BuzzFeed article regarding Unilever products.

Decision:

Following the opening of this challenge, the advertiser informed NAD that the claims referenced in NAD's inquiry were not paid for, disseminated by, approved by, or controlled by Unilever. It stated that Unilever did not sponsor the article in which the claims appeared and has not reposted, linked to, endorsed or otherwise promoted the article.

NAD determined that the statements at issue in its inquiry were not Unilever advertising pursuant to NAD Policy & Procedure §1.1. Unilever represented that it did not pay for, disseminate, approve, or control the article in BuzzFeed. When challenged statements about a product or service are made by a third party with no material connection to the the company purveying that product or service, those statements are, by definition, not that company's advertising.¹

Accordingly, NAD administratively closed this matter pursuant to NAD Policy & Procedures §2.2(B)(1)(a) and (f). **(#6209 HH, administratively closed 09/18/2018)**

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¹ See, CyberDefender Corporation (DoubleMySpeed PC Optimization Software), Report #5448, *NAD/CARU Case Reports* (April 2012).