

Definitions of 'advertising' and 'marketing communications' taken from the 2024 ICC Advertising and Marketing Communications Code

https://iccwbo.org/wp-content/uploads/sites/3/2024/09/ICC_2024_MarketingCode_2024.pdf

"Advertising" or "advertisement" means any form of marketing communications carried by the media, typically in return for payment or other valuable consideration

"Marketing communications" includes advertising as well as other techniques, such as promotions, sponsorships, direct marketing, data-driven marketing and digital marketing communications, and should be interpreted broadly to mean any communications produced directly by or on behalf of marketers intended primarily to promote products or to influence consumer behaviour. Likewise, when influencers create content for their own brands or products, or use affiliate links in their content, such content is marketing communications

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