

The GVH held an open forum on the draft of the new Influencer Guide

20 June 2022, Budapest – The Hungarian Competition Authority (GVH) held a public workshop with advertising industry stakeholders to discuss the draft of the Authority's renewed influencer marketing guidelines.

At the end of 2017, the GVH published its practical guide on influencer marketing, which provided clear, practical help for law-abiding market players, undertakings advertising this way, intermediaries, advertising agencies and opinion leaders themselves.

In recent months, the GVH has reviewed and updated the guidelines to keep pace with new requirements resulting from technological developments over the past period and with the guidelines of interim decisions of the Competition Authority or of courts. The document continues to provide support in a practice-oriented way, with positive and negative examples.

The GVH carried out a public consultation on the updated guidelines, which met with strong interest from the advertising industry. On Friday, the GVH held a public workshop, which was also broadcast online, to discuss the suggestions and comments received on the document. During the event, the staff of the GVH responded in detail to the comments raised during the consultation and to the questions of the workshop participants.

Following the conclusion of the public consultation, the GVH is expected to publish its renewed Guide to Opinion Leaders on its website in Autumn 2022.

Press Office of the GVH