
Deceptive Advertising by Diageo

Laura Smith <lsmith@truthinadvertising.org>

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To: [REDACTED]

Mr. Lockwood,

I am writing to you on behalf of Truth in Advertising, Inc. (TINA.org) to inform you of the findings of a recent TINA.org investigation of Diageo's use of social media influencers to market its Ciroc brand on Instagram. Specifically, TINA.org has collected more than 1,700 Ciroc alcohol ads on Instagram across 50 different social media influencers — including Ciroc's brand manager and chief marketing officer Sean "Diddy" Combs — in which the influencers failed to disclose their material connection to the brand in a clear and conspicuous manner. In addition, none of the social media influencers have age-gating features on their Instagram accounts so minors can view the inadequately disclosed alcohol ads.

Details about our investigation can be found [here](#) and a copy of the complaint letter we recently sent to the Federal Trade Commission in the U.S. can be found [here](#).

In light of the Advertising Standards Authority's recent actions against Diageo Great Britain Ltd., we thought it important to bring this investigation to your attention. We urge the ASA to open another investigation into Diageo's marketing -- and specifically examine the company's undisclosed marketing of Ciroc on Instagram -- and to take appropriate enforcement action against Diageo.

Should you have any questions about our findings or need more information, please do not hesitate to contact us.

Sincerely,

Laura Smith
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