

NAD Decision Addresses Content Creators On TikTok

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TikTok offers an affiliate program through which influencers and other content creators can earn commissions by promoting products from various brands through affiliate links in their videos. Marketing experts often caution brands against trying to exercise too much control over this type of content. If a video looks too scripted, it may not reflect the creator's voice or resonate with the creator's audience. Although that may be true, legal experts will likely caution brands that too little control can lead to legal issues. A recent NAD decision illustrates that point.

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