

Creator Brand Transparency Study

Sociata for ABG
Jan 20th, 2025



sociata



everyone has influence

Scope of study

Objectives:

Analyzing posts by influencers in the UAE & KSA to identify possible sponsored content, examine partnerships, assess compliance with transparent labeling practices, and compare the results to last year's report.



December 2023
–
December 2024



United Arab
Emirates & Saudi
Arabia



All Content
Types Except
Stories



Instagram
& Tiktok



Sample Size of
7000 posts

Methodology

Identified the top tagged 120 brands in KSA and UAE through analysis of the posts in these markets.

01

Identified posts that tagged these identified brands.

02

Developed a script for data cleaning and processing.

03

Utilized OpenAI models (GPT-4.0) for analysis and labeling of posts, following criteria aligned with guidelines for UAE and KSA.

04

Conducted manual validation through spot checks to ensure accuracy.

05

everyone has influence

Transparency Criteria



Correct Labeling

Ad or Advertisement or إعلان

Paid or Paid Partnership or
شراكة مدفوعة

Sponsorship or Sponsored or
رعاية أو برعاية



Insufficient Labeling

Gift or Gifted or هدية

In Partnership with or بالشراكة مع

Supported by or بدعم من

In Collaboration/Collab or
بالتعاون مع

Influencer Marketing

In Cooperation with or بالتعاون مع

Thanks to شكرًا or بفضل



Incorrect Labeling

Accumulating hashtags in a way that is hard for the audience to distinguish the label

Putting disclosures in a place that requires users to move to another page or content (i.e. the disclosure should not be placed under a "Read More" link)

Unreadable fonts (whether due to size or color):

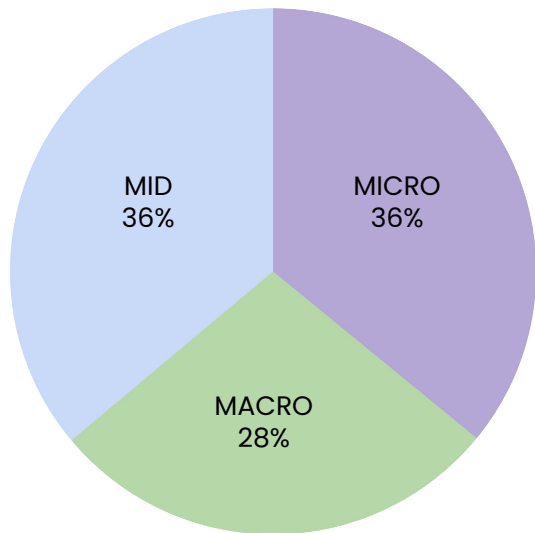
Disclosure should be easy for users to find and

everyone has influence

Data Sample

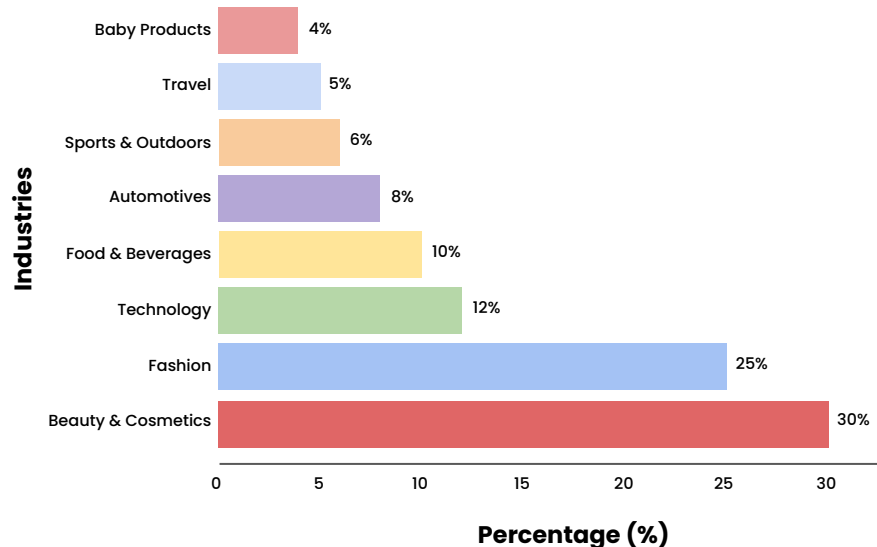
We ensured an equal distribution of data across various Influencer Tiers to maintain balance and reliability in the results.

Posts Distribution per Tier



Posts distribution by industry highlights the dominance of sectors like Beauty & Cosmetics, Fashion, and Technology.

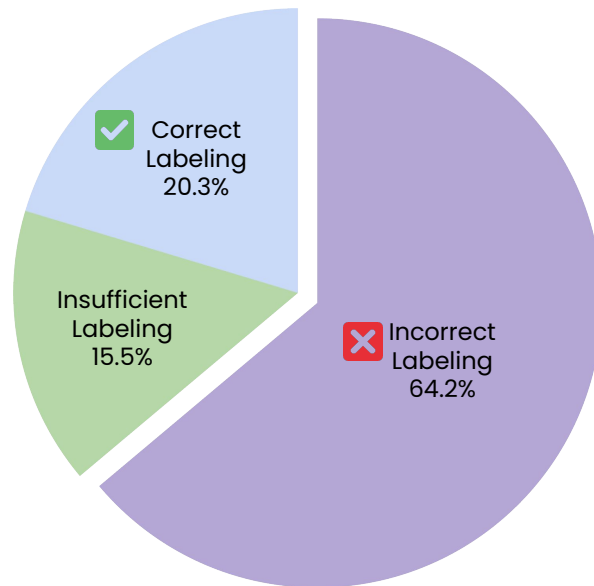
Posts Distribution per Industry



UAE Findings

The analysis reveals a small improvement in compliance with transparent labeling, as correct labeling increased by 3% compared to last year's report.

Post Classification Distribution



everyone has influence

UAE Findings

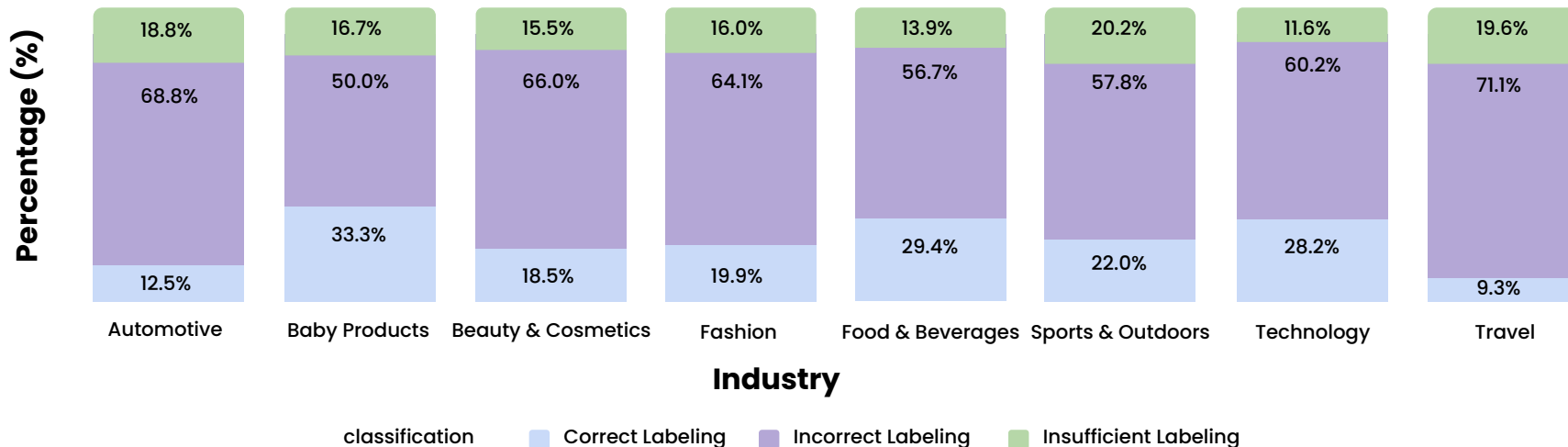


Baby products, food and beverage, and technology lead in correct labeling, with the top two unchanged from last year.



Travel, automotive, and beauty & cosmetics have the highest rates of incorrect labeling.

Classification by Industry

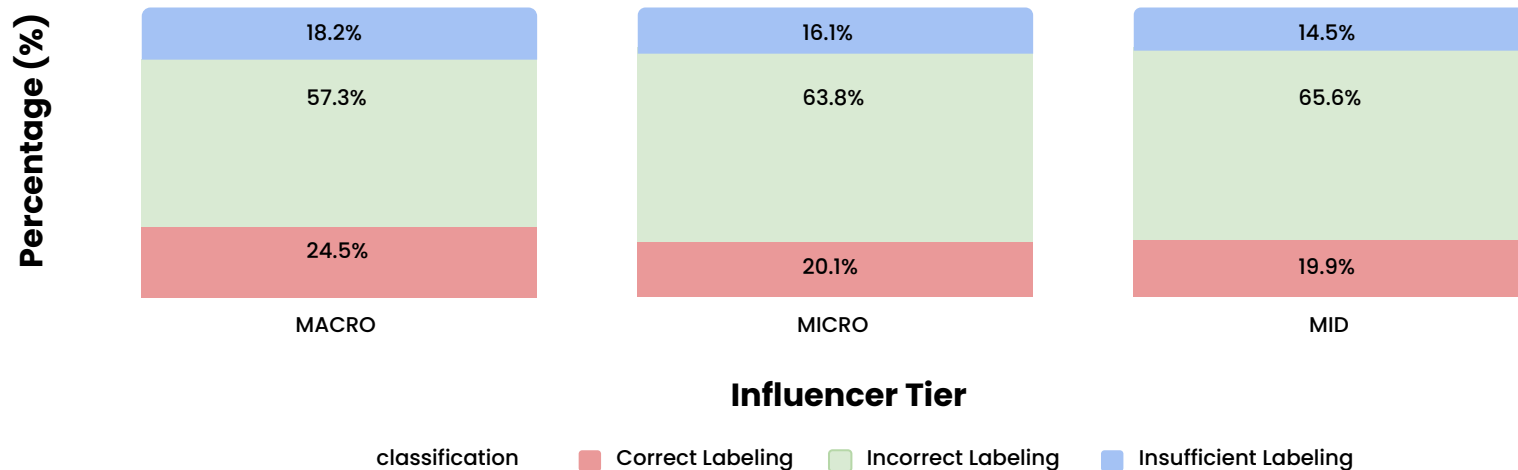


everyone has influence

UAE Findings

Macro-influencers lead the way in transparency, compared to mid and micro influencers.

Influencer Tier Analysis (Percentage)

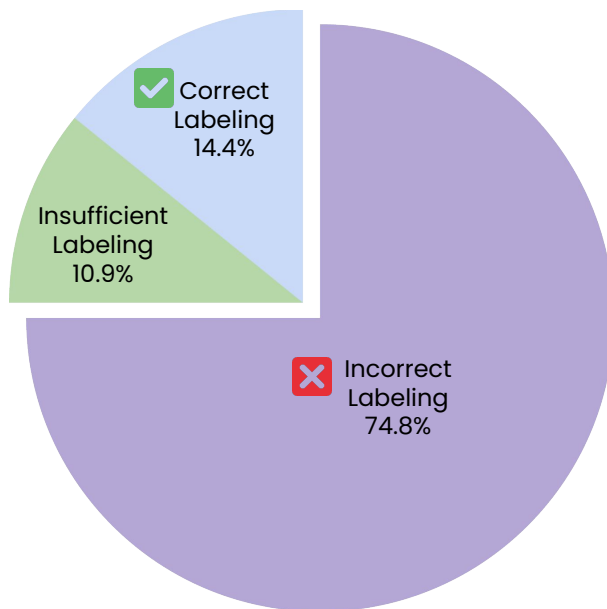


everyone has influence

KSA Findings

Post Classification Distribution

Incorrect Labeling correct Labeling Insufficient Labeling



everyone has influence

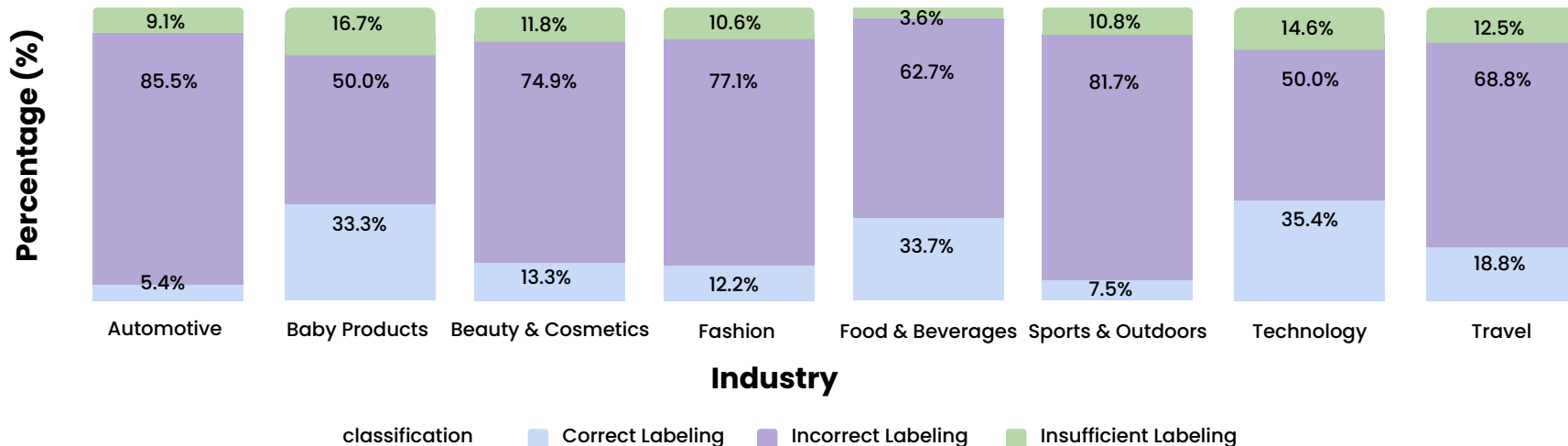
KSA Findings

- 

Baby products, Travel, Food and Beverage, and Technology lead in correct labeling
Showing some similarities in correct labeling trends compared to the UAE.
- 

Beauty & Cosmetics, Fashion , Automotive, and Sports & Outdoors have the highest rates of incorrect labeling.

Classification by Industry

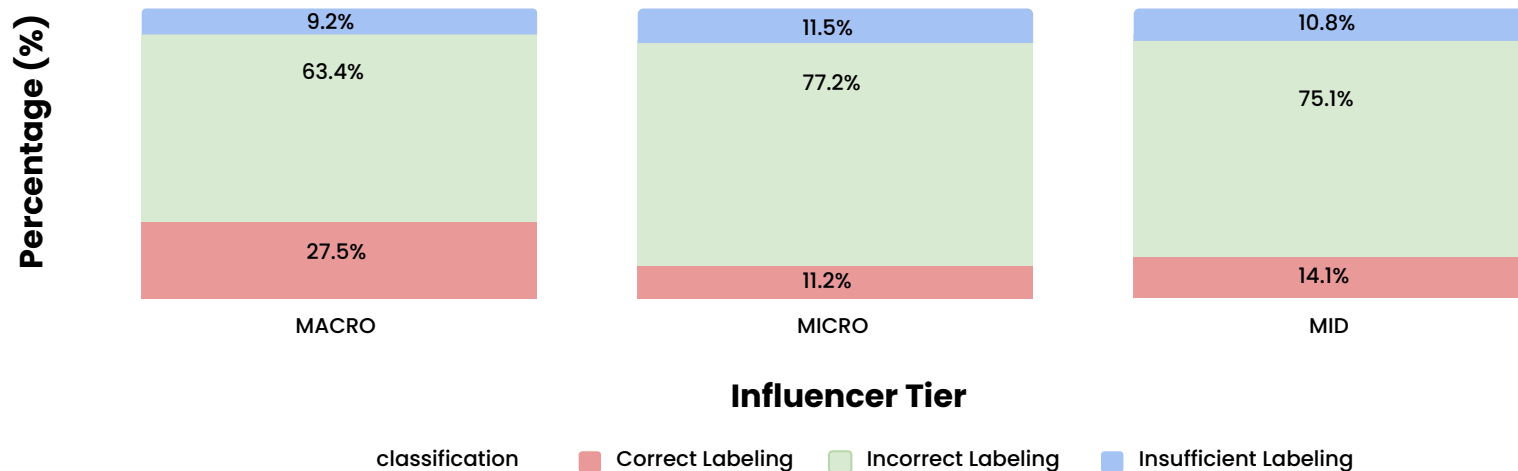


everyone has influence

KSA Findings

Macro-influencers lead the way in transparency, compared to mid and micro influencers.

Influencer Tier Analysis (Percentage)

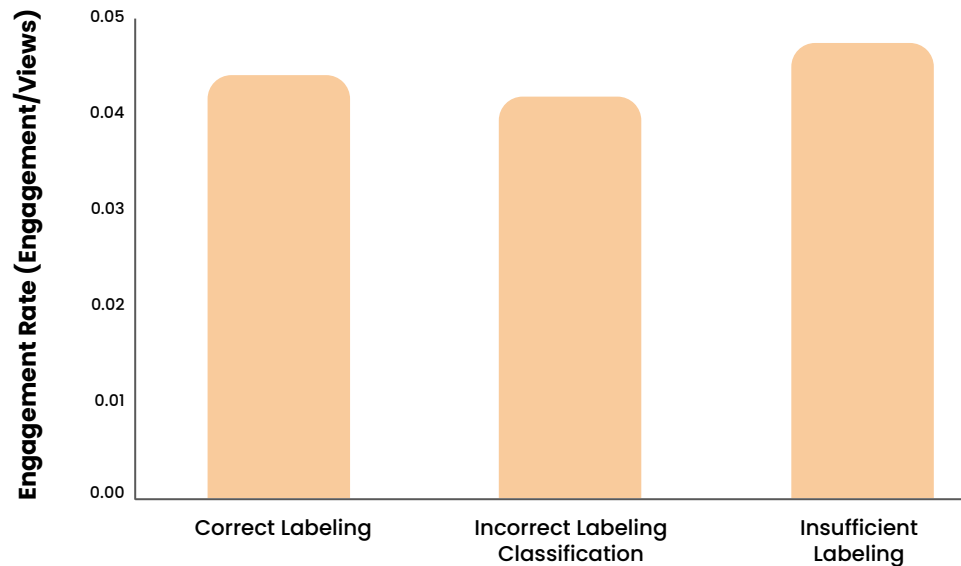


everyone has influence

UAE & KSA Findings

The analysis reveals that correct labeling does not affect audience engagement

Engagement Rate Per Classification



Key Takeaways:

The UAE shows a higher percentage of correct labeling compared to KSA.

01

Labeling compliance has improved slightly, with a 3% increase compared to last report (2022).

02

Influencers with more followers tend to have a higher likelihood of correct labeling.

03

The analysis reveals that correct labeling does not affect audience engagement.

04



Thank You

For more information on this report, email secretariat@abg-me.com



Creator Brand Transparency Study

Sociata for ABG

Jan 20th, 2025



Scope of study

Objectives:

Analyzing posts by influencers in the UAE & KSA to identify possible sponsored content, examine partnerships, assess compliance with transparent labeling practices, and compare the results to last year's report.



December 2023 - December 2024



United Arab Emirates & Saudi Arabia



All Content Types Except Stories



Instagram & Tiktok



Sample Size of 7000 posts



Methodology

- Identified the top tagged 120 brands in KSA and UAE through analysis of the posts in our database.
- Identified posts that tagged these identified brands.
- Developed a script for data cleaning and processing.
- Utilized OpenAI models (GPT-4.0) for analysis and labeling of posts, following criteria aligned with guidelines for UAE and KSA.
- Conducted manual validation through spot checks to ensure accuracy.



Transparency Criteria



Correct Labeling

- Ad or Advertisement or إعلان
- Paid or Paid Partnership or شراكة مدفوعة
- Sponsorship or Sponsored رعاية أو برعاية



Insufficient Labeling

- Gift or Gifted or هدية
- In Partnership with or بالشراكة مع
- Supported by or بدعم من
- In Collaboration/Collab or بالتعاون مع
- Influencer Marketing
- In Cooperation with or بالتعاون مع
- Thanks to شكرًا or بفضل



Incorrect Labeling

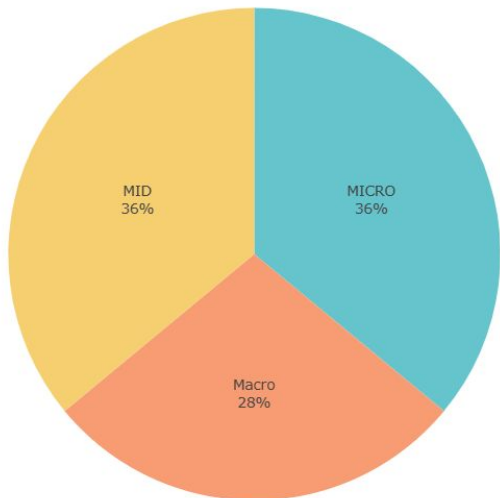
- Accumulating hashtags in a way that is hard for the audience to distinguish the label
- Putting disclosures in a place that requires users to move to another page or content (i.e. the disclosure should not be placed under a "Read More" link)
- Unreadable fonts (whether due to size or color):
- Disclosure should be easy for users to find and



Data Sample

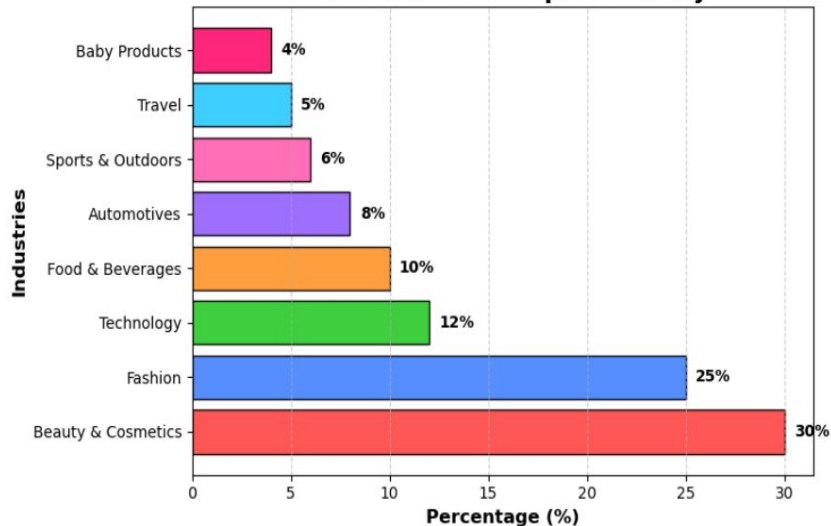
We ensured an equal distribution of data across various Influencer Tiers to maintain balance and reliability in the results.

Posts Distribution per Tier



Posts distribution by industry highlights the dominance of sectors like Beauty & Cosmetics, Fashion, and Technology.

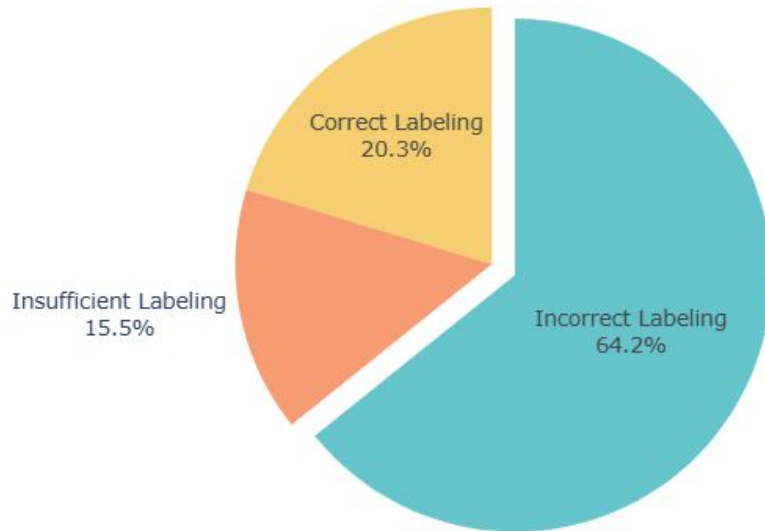
Posts Distribution per Industry





UAE Findings

Post Classification Distribution



The analysis reveals a small improvement in compliance with transparent labeling, as correct labeling increased by 3% compared to last year's report.



UAE Findings

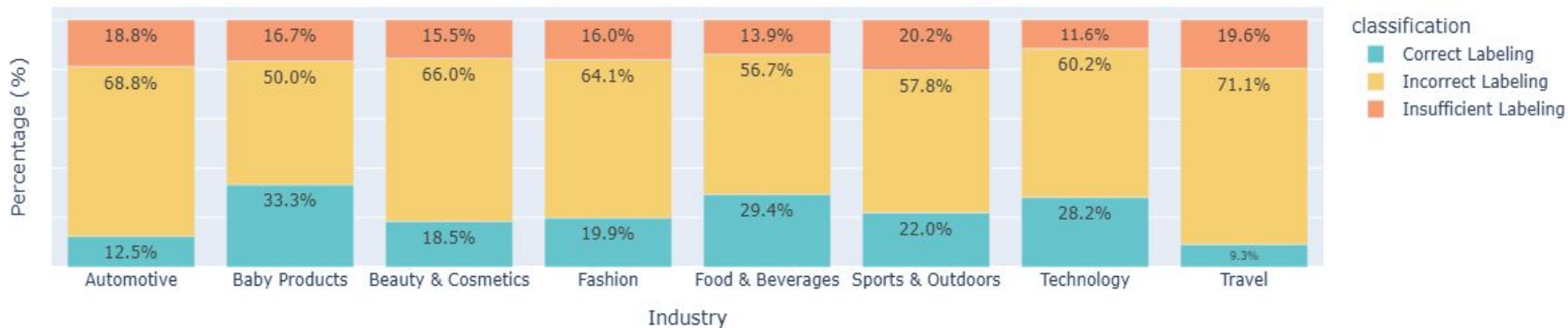


Baby products, food and beverage, and technology lead in correct labeling, with the top two unchanged from last year.



Travel, automotive, and beauty & cosmetics have the highest rates of incorrect labeling.

Classification by Industry

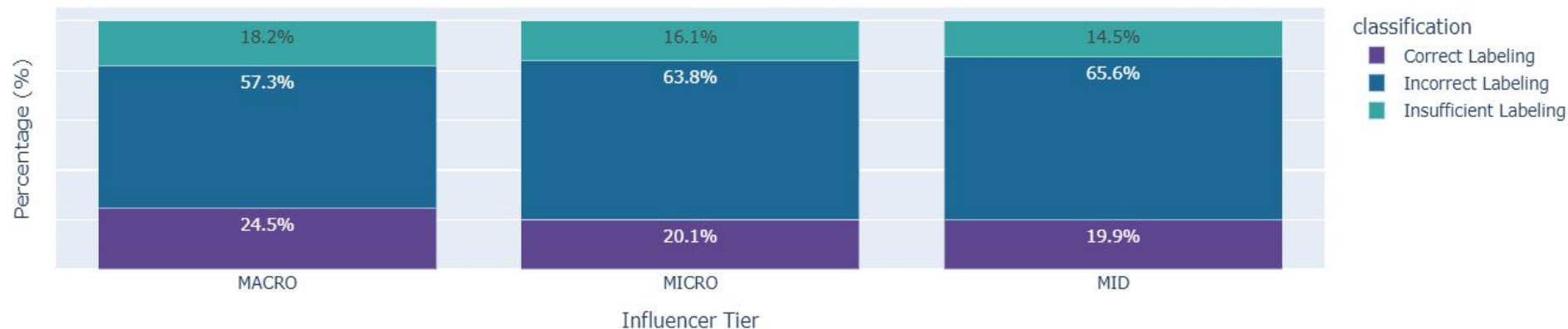




UAE Findings

Macro-influencers lead the way in transparency, compared to mid and micro influencers.

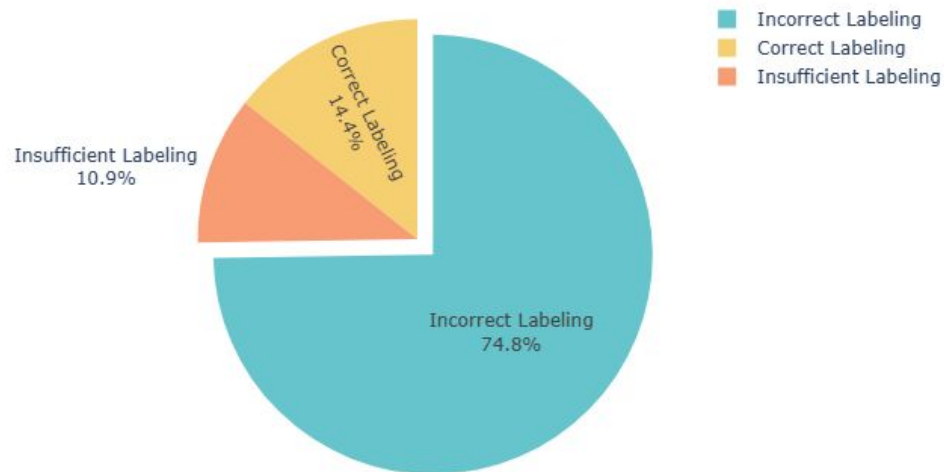
Influencer Tier Analysis (Percentage)





KSA Findings

Post Classification Distribution





KSA Findings

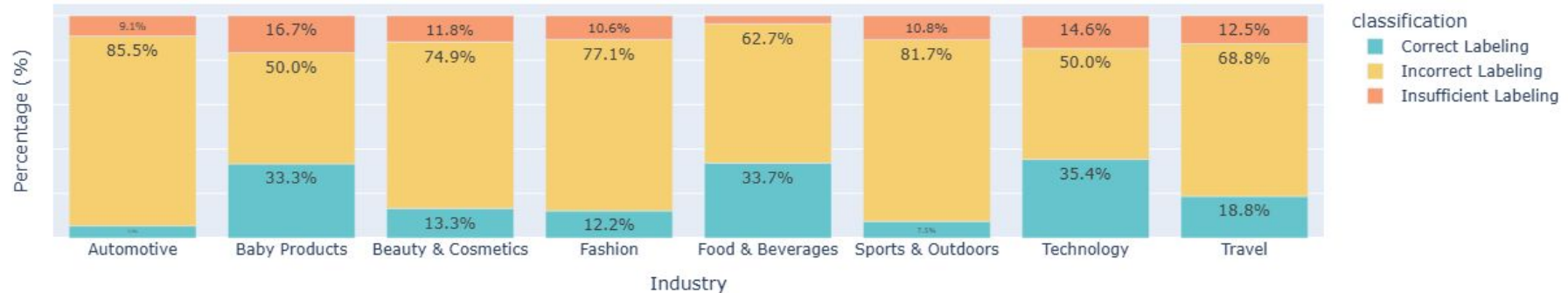
Baby products, Travel, Food and Beverage, and Technology lead in correct labeling
Showing some similarities in correct labeling trends compared to the UAE.



Beauty & Cosmetics, Fashion , Automotive, and Sports & Outdoors have the highest rates of incorrect labeling.



Classification by Industry

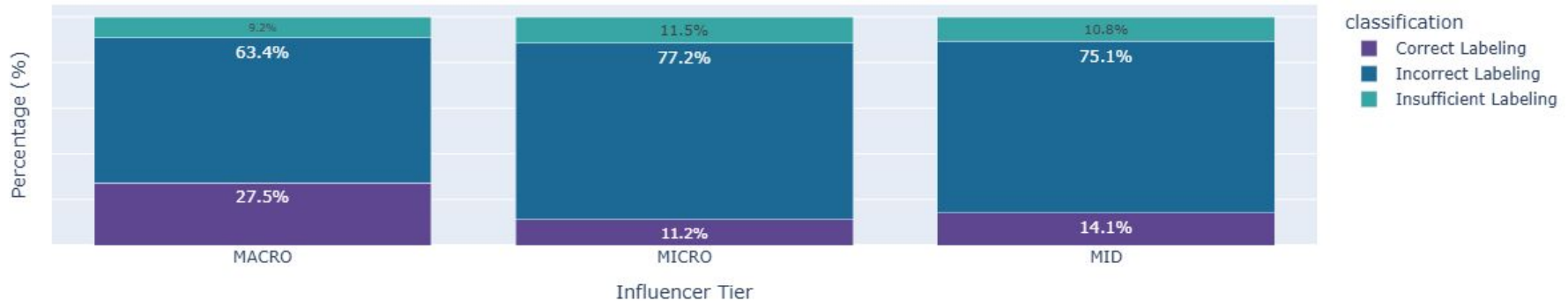




KSA Findings

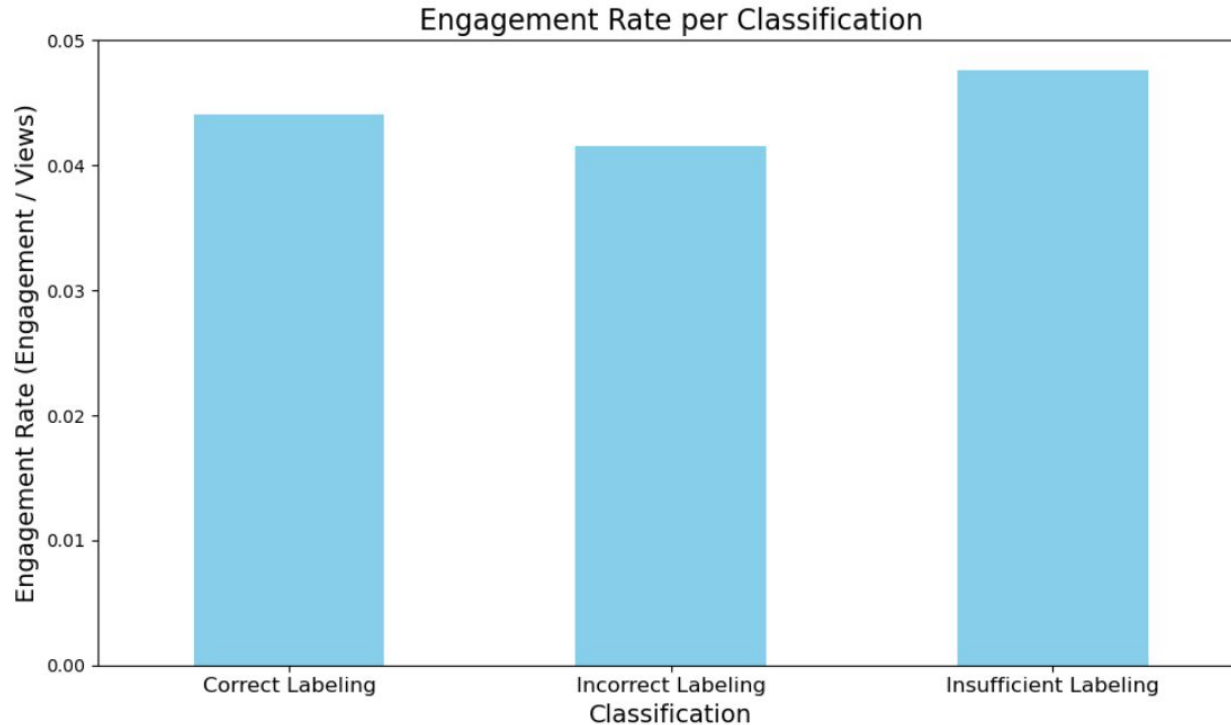
Macro-influencers lead the way in transparency, compared to mid and micro influencers.

Influencer Tier Analysis (Percentage)





UAE & KSA Findings



The analysis reveals that correct labeling does not affect audience engagement



Key Takeaways:

- The UAE shows a higher percentage of correct labeling compared to KSA.
- Labeling compliance has improved slightly, with a 3% increase compared to last year.
- Influencers with more followers tend to have a higher likelihood of correct labeling.
- The analysis reveals that correct labeling does not affect audience engagement