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## Disclosure matters: Transparency benefits brands and influencers

**More than four-in-five Australians (84%) believe it's important that influencers disclose when content is advertising, according to new research conducted by Roy Morgan for Ad Standards, with the findings showing transparency not only aligns with community expectations but also helps protect the reputation of brands and influencers.**

The latest Ad Standards Community Sentiment Tracking Research, conducted by Roy Morgan, also shows influencer marketing is now a mainstream part of Australia's advertising landscape. Eight-in-ten Australians (83%) are familiar with influencer marketing, and more than half (57%) encounter it daily.

**Ad Standards Executive Director Greg Wallace said the findings highlight clear community expectations around transparency:**

*"Influencer marketing is now a well-established advertising channel, and with that comes the same expectation of transparency and responsibility that Australians have for all advertising. Clear disclosure helps audiences understand when content is advertising and supports trust in brands and creators."*

*"The AANA Code of Ethics already requires advertising to be clearly distinguishable as advertising. In practice, this means influencers should disclose relationships with brands in a way that's clear, upfront and easy for audiences to recognise."*

Beyond meeting community expectations, transparency also protects reputation. Around three-quarters of Australians said clear disclosure would have a neutral or positive impact on their perception of a brand or influencer, while approximately four-in-five said failing to disclose a paid promotion would negatively affect their perception.

The research also found concerns about influencer marketing are strongly linked to transparency and authenticity. The top concerns were influencers promoting products they may not genuinely use or believe in (60%), intentionally disguising paid promotions (59%), and content not being clearly identifiable as advertising (52%). More than half of Australians (52%) were also concerned about children being exposed to influencer promotions that may not be appropriate for them.

Concern is highest in sectors where influencer content can affect important life decisions. Influencer marketing relating to health and medical products or advice generates the greatest concern, followed by financial products and services, gambling, and beauty and cosmetic services.

*"The research highlights the importance of responsible advertising practices in sectors where influencer content may shape decisions relating to health, finances and wellbeing,"*

**Greg Wallace said.**

*"As influencer marketing continues to grow, responsible practices and clear disclosure will remain fundamental to maintaining consumer confidence, protecting brand reputation and ensuring brands and creators meet community expectations."*

**Roy Morgan CEO Michele Levine commented:**

*"This research highlights the critical role of honesty, transparency and disclosure in influencer marketing. Consumers value authenticity and expect influencers to be upfront about commercial arrangements with brands. Transparency not only helps audiences make informed decisions but also builds the trust that is essential to long-term engagement."*

The influencer marketing findings sit within a broader context of declining trust and sentiment towards advertising overall.

*"Since the first wave of our Community Sentiment Tracker, both net trust and net sentiment have fallen, while one in two Australians report seeing advertising, they consider inappropriate or offensive in the past three months," Greg Wallace said.*

*"As trust in advertising comes under pressure, the importance of responsible advertising grows. Advertising that aligns with community expectations is fundamental to maintaining confidence in brands and the wider industry."*

The Ad Standards-Roy Morgan Community Sentiment Tracker Survey was conducted online with a cross-section of 1,006 Australians aged 18+ between 18 May and 1 June 2026.

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**About Roy Morgan**

Roy Morgan is Australia's largest independent Australian research company, with offices in each state, as well as in the U.S. and U.K. A full-service research organisation, Roy Morgan has over 80 years' experience collecting objective, independent information on consumers.

**About Ad Standards**

Ad Standards is Australia's advertising regulator. They give a voice to community concerns and promote responsible advertising. Ad Standards manages the independent complaints handling process for advertising in Australia, ensuring that advertising and marketing communications comply with the Australian Association of National Advertisers (AANA) Codes and the Federal Chamber of Automotive Industries (FCAI) Code.