

**On-demand grant 2022/23**

**On-demand report 2022/23**

**Application No. OD000282022\_23 From Dr Amy Errmann**

Form Submitted 12 Jul 2023, 11:41AM NZST

## Instructions

Thank you for completing your funded initiative. This form will be placed on our website for transparency and enables us to understand and share your grant results.

Please complete and submit this form no later than the date stipulated in your funding agreement.

If you cannot meet the deadline, contact us to arrange an alternative date by emailing [fun.ding@internetnz.net.nz](mailto:fun.ding@internetnz.net.nz). You may not be eligible to apply for further grants from InternetNZ if this is not submitted. The completion of this form should be overseen by someone with intimate knowledge of the funded mahi.

## Final project report

**\* indicates a required field**

### **Initiative title \***

Ethical, Business, and Policy Considerations for Influencer Marketing in Aotearoa

### **Provide a short summary of the work that was completed as part of this grant. \***

I worked with a colleague from Europe to translate her learnings in developing recommendations for an ethical framework for influencer marketing and translating that for the New Zealand market. We worked together in June of 2023 to transfer her learned knowledge and methods via in-person meetings and trainings.

Describe the "who, what, where and when" of your initiative.

### **What are the outcomes of this project? \***

I am delighted to report the successful conclusion of the grant-supported project, focused on advancing an understanding of ethics in social media influencer marketing. This meeting facilitated an enriching and intensive collaboration with my colleague in Europe. Our meeting was dedicated to a comprehensive exploration of ethical issues surrounding influencer marketing, including in-depth research, training, and forums. We exchanged ideas and insights, learned from each other's experiences, and jointly scrutinized the evolving ethical landscape of influencer marketing. This trans-continental collaboration allowed us to broaden our perspectives and enhance our theoretical frameworks in Europe and Aotearoa New Zealand.

Further, we were able to translate and integrate knowledge to have an impact on the New Zealand market. Our shared objective was to devise practical, actionable recommendations for an ethical framework that may have implications for policy and advertising. The impact of the meeting and training align with my long-standing commitment to social impact and consumer empowerment, which are core tenets of my research philosophy. With the rise of digital platforms, it has become increasingly crucial to safeguard vulnerable communities online. The ethical framework we are working on (in progress) can empower consumers by promoting transparency and authenticity in influencer marketing, leading to a safer and more equitable online landscape. As we continue to share and implement these findings, we are confident that our work will significantly contribute to the evolution of influencer marketing ethics and help foster a more ethical, accountable digital marketing sphere in

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Aotearoa New Zealand.

Describe major achievements resulting from this grant.

### Which population group/s were affected by this project or program? \*

Universal (no particular population)

Please choose only the group/s that were at the very core of this project/program.

**If you have any photos or supporting documentation, please share it below.**

#### Upload files:

*No files have been uploaded*

and/or

#### Provide web link:

Must be a URL

and/or

#### Provide additional details:

Please include captions, if relevant

#### Can we use your media content in our communications? \*

Yes  No  Please contact us first  
e.g. in our annual report

## Financial report

Please provide details of funds received and spent in relation to this grant.

Income	\$	Expenditure	\$
Travel	\$4,725.00	Travel	\$4,725.00
	\$		\$
	\$		\$
	\$		\$

#### Total Income Amount

\$4,725.00

This number/amount is calculated.

#### Total Expenditure Amount

\$4,725.00

This number/amount is calculated.

#### Income - Expenditure

\$0.00

This number/amount is calculated.

## Feedback

You are almost at the end of your final report. Before submitting, please take a few moments to provide some feedback.

**Please indicate how you found the acquittal process:**

Very easy  Easy  Neutral  Difficult  Very Difficult

**How many minutes in total did it take you to complete this form?**

45

Estimate in minutes (i.e. 1 hour = 60 minutes)

**Do you have any feedback on this process?**

An easy reporting template - thank you very much!

**InternetNZ is a membership organisation. Would you be interested in hearing more about becoming a member?**

Yes please  No thanks  I am already a member

**Are you interested in joining a gathering with other grantees?**

Yes please

No thanks