Transparency in AI-generated marketing creative

A practical guide for brand advertisers



In partnership with:

icas International Council for Ad Self-Regulation

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Please note nothing in this document should be taken as legal advice. It does not seek to harmonise or coordinate the commercial practices of WFA members. This document is aimed at surfacing what could be considered best practice to help brands inform what their position on the issue could be. In addition, the survey data cited in this document reflects aggregated, anonymised responses. No firm-specific or identifiable sub-group data has been collected or shared in the context of this research. The underlying methodology used prevents any respondent from identifying another participant's individual responses. This document has been prepared in accordance with WFA's competition law compliance policy.

Introduction

WFA research from 2026 reveals that 78% of brands are using AI-generated and AI-enhanced content in external, user-facing marketing creative.

78%

However, over the past year rapid advancements in technology, evolving industry standards and emerging regulatory frameworks have pushed transparency around AI-generated and AI-enhanced content to the forefront of brand considerations.

Increasingly, marketers are grappling with a critical question: when and how should they label and disclose the use of AI-generated and enhanced content in marketing communications?

This uncertainty is already translating into action:

67% of brands have developed, or are in the process of developing, guidelines on labelling and disclosure.

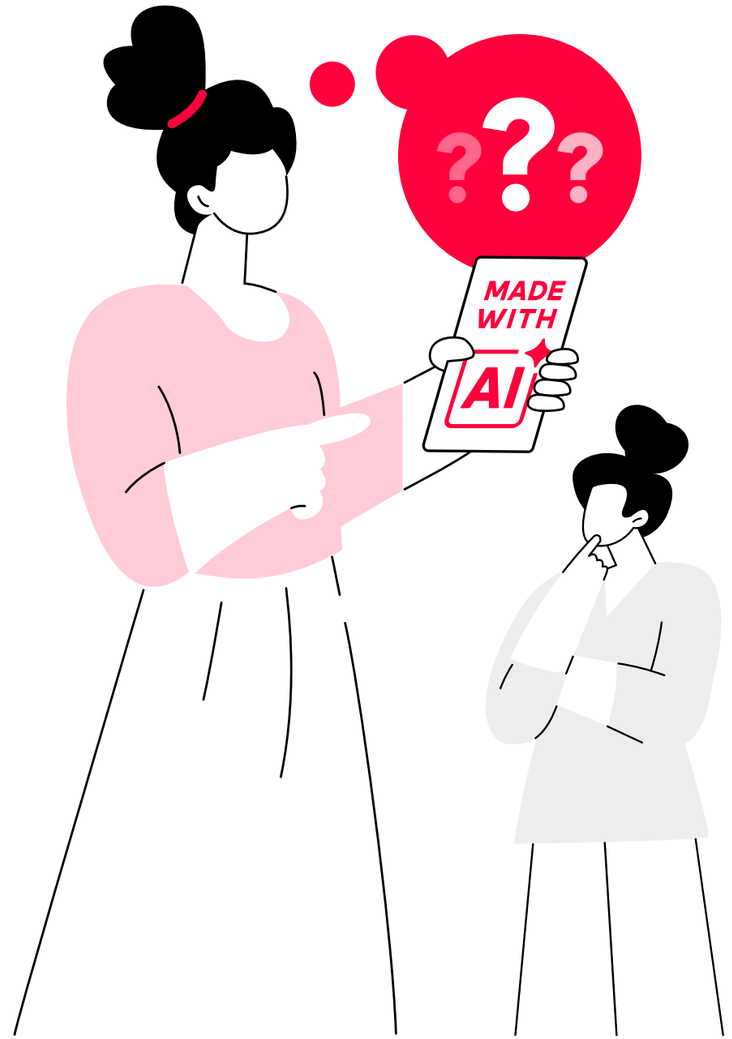
67%

Yet progress is being held back by three persistent challenges: unclear regulatory obligations, uncertainty about consumer expectations and the absence of established industry best practice.

This paper aims to support brands in navigating these challenges by clarifying what responsible and transparent use of AI in marketing content means in practice. It explains why developing clear internal guidelines is increasingly important, highlights key considerations and tensions brands must address, and offers insights into emerging global best practice. Drawing on input from advertising self-regulatory organisations around the world, it also sets out initial thinking on how AI-generated content could be disclosed.

The objective is to help brands harness the opportunities of Gen AI to drive marketing efficiency and effectiveness, while meeting regulatory and societal expectations for responsible and transparent use.

This document does not interpret or define legal compliance with jurisdiction-specific AI transparency rules such as in the EU, US or beyond. Instead, it provides global best-practice principles to help brand marketers understand when disclosure of AI use may support responsible advertising and uphold consumer trust.



Key considerations: the context

Regulatory developments

Governments worldwide are introducing requirements for transparency in AI-generated and enhanced content. Rules in the EU will require the labelling of so-called 'deepfakes' (i.e. AI-generated or manipulated image, audio or video content that resembles existing persons, objects, places or events that would falsely appear to a person to be authentic or truthful) as of August 2026 with the objective of combating deception, fraud and scams. In California, the AI Transparency Act promotes visible and embedded disclosures for all AI-generated or altered image video and audio content. And China's 2025 'Deep Synthesis' rules require the labelling of AI-generated content and deepfakes. However, most of these regulations do not mandate exactly when and how such content should be labelled in a marketing context, leaving significant room for interpretation.

WFA's Global AI Transparency Map helps brands benchmark and keep track of evolving rules across markets.

Emerging platform policies

Online platforms like Meta and Google are developing their own policies for AI-generated or enhanced content and paid media. Some of the largest AI providers now automatically label content generated through their tools. Staying informed on platform-specific policies is necessary to avoid unnecessary friction or confusion when campaigns run across multiple channels.

Development of industry frameworks

The Coalition for Content Provenance and Authenticity was launched in 2019 by Adobe and has sought to develop technical standards for verifying the source and authenticity of digital content. Content Credentials now serves as the consumer-facing implementation of this technical standard, making available the origin and history of digital content accessible and visible to everyone.

Ad self-regulation

Advertising self-regulation has long been a cornerstone of consumer trust. While most self-regulatory codes have yet to explicitly address AI-generated content, their guiding principles remain relevant: advertising must be legal, decent, honest and truthful and not misleading. Brands should reflect on these principles when developing their approach to Gen AI transparency. Disclosure alone does not make misleading advertising acceptable. Even with labelling, some applications of AI may still mislead or misinform consumers. A careful assessment is therefore required to ensure that the use of AI, and its outcome, is appropriate and responsible. [1]

Evolving consumer expectations

Today's consumers are demanding higher levels of transparency from brands. Research from YouGov found that a majority of consumers believe brands should disclose when Gen AI is used to generate or edit product images or product descriptions/marketing copy. However, the impact of disclosure on ad and brand perception is subject to many different variables, including what is being advertised and how AI is used within the ad.

More broadly, there is a strong business case for transparency. Research conducted by Yahoo and Publicis revealed that the disclosure of AI-generated ads led to a 47% increase in ad appeal, a 73% increase in ad trustworthiness, and a 96% increase in the likelihood of consumers trusting the company more.

Marketers clearly recognise this dynamic: WFA research finds that 82% of brands believe transparency is essential to protecting brand reputation, while 79% believe it's critical to maintaining consumer trust.

Taken together, this suggests that labelling AI use in content is not simply a compliance or ethical decision but also one that could deliver tangible benefits for brand trust and long-term business growth.

1. For a deep dive into the debate around the labelling of Gen AI in advertising content, please see ICAS Global Think Tank's Think Piece by Konrad Shek, Beyond Simple Labelling.

The tensions

Despite the need for transparency, defining when and how AI-generated or enhanced content should be labelled presents significant challenges:

Balancing transparency and simplicity

While labels can provide clarity, over-labelling risks overwhelming or confusing individuals. Without prescriptive rules, striking the right balance is essential to ensuring consumer understanding and avoiding label and transparency 'fatigue'.

Defining Gen AI's role in content creation

Not all uses of Gen AI warrant the same treatment. For example, content that has been lightly edited or enhanced using Gen AI may not require the same level of disclosures as content that has been generated entirely using Gen AI. Establishing consistent and meaningful thresholds for disclosure is complex but critical.

Potential perceptions of labelling

While transparency builds trust, labelling AI-generated content might unintentionally signal content is less authentic or of lower quality. Brands must navigate this tension carefully, particularly considering a growing AI backlash, with increasing misconceptions about how and when Gen AI is used, as well as broader societal concerns about its impact on authenticity, jobs and creativity.

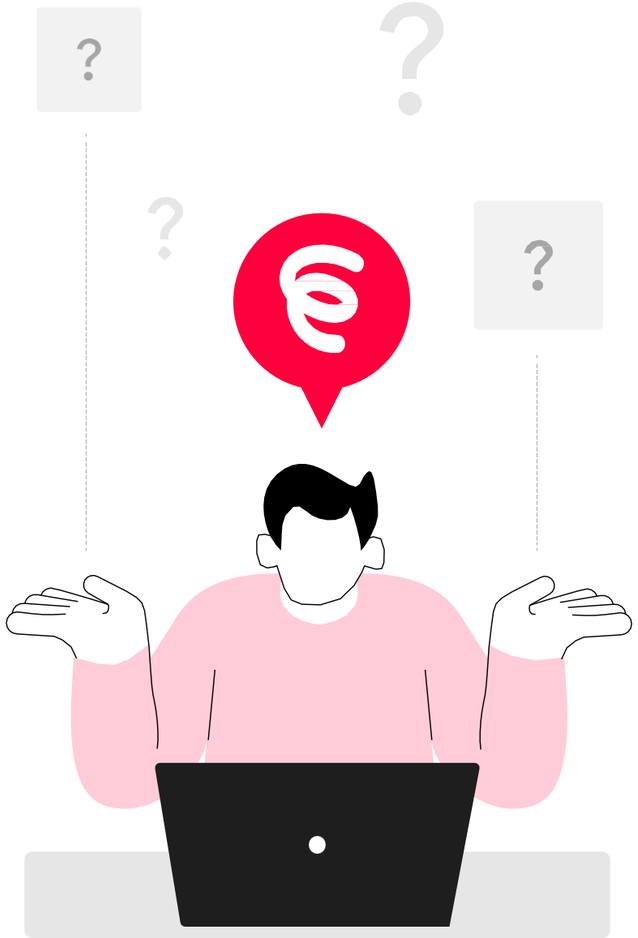
Lack of universal standards

Without universally agreed-upon definitions or frameworks, inconsistent practices can confuse users and create uneven expectations across markets and industries. The absence of clear, industry-wide guidance exacerbates this challenge.

As AI-generated content becomes more prevalent online, brands must strike the right balance between innovation and transparency. While some governments are introducing disclosure requirements and online platforms are implementing their own policies, much of the responsibility will continue to fall on brands.

WFA therefore believes it's important for marketers to develop and keep up-to-date guidelines that define when Gen AI disclosures and disclaimers are necessary, as well as clear means of monitoring effectiveness of these.

To support marketers in this process, WFA has collaborated with its members and the International Council for Advertising Self-Regulation (ICAS) to surface best practice for disclosing Gen AI in external-facing marketing creative. WFA and ICAS will keep this guidance updated as appropriate to reflect evolving technological, regulatory and societal expectations and industry best practice.



Ways in which Gen AI can be used in external marketing creative

Although not an exhaustive list, the below categorises the use of Gen AI in marketing creative across five core themes:



People and likeness
Creating or modifying human features and appearances



Products
Generating or enhancing product visuals



Audio
Generating, synthesizing or replicating voice, music, sounds



Backgrounds and visuals
Creating or modifying background visuals, objects, environments



Text
Generating or editing marketing copy

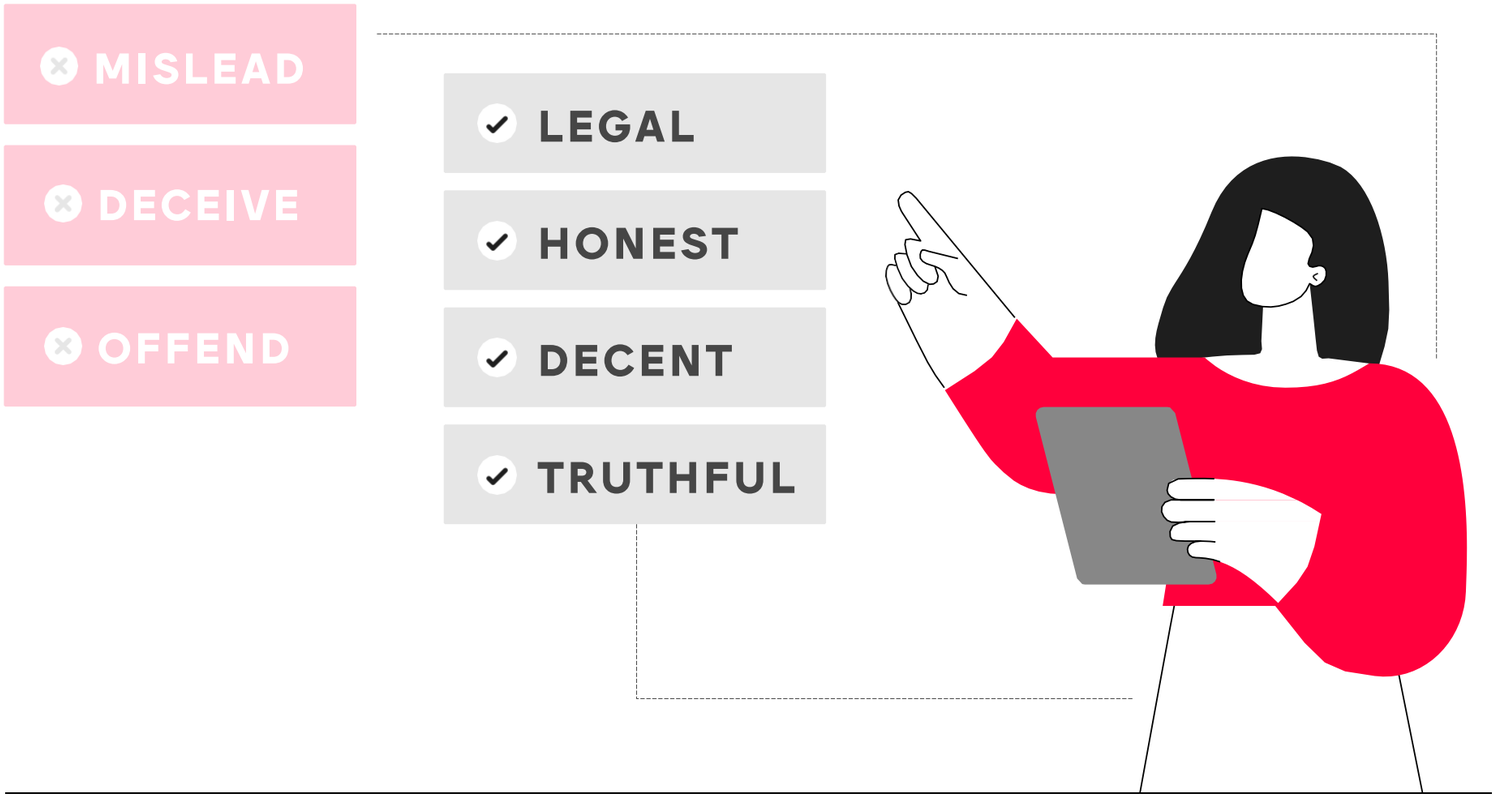
Category	To create (fully AI-generated)	To copy or replicate (copying and mimicking existing content)	To alter or enhance (editing or modifying existing content)
	People or body parts (photorealistic and stylised)	Replications of real people (e.g., deepfakes)	Retouching or modification of real people's images (e.g., retouching)
	Product images, packaging or other branding elements (may not reflect an accurate representation of the real product and/or may be intentionally fictional)	Replicas of existing products (should be an accurate representation of the real product)	Product visuals (e.g., retouching or modification)
	Voices and synthetic speech	Clones of real voices	Voice alterations (e.g., pitch correction, accent modification)
	Backgrounds, objects and settings (realistic and stylised)	Replicas of real locations or objects	Images of real places or objects (e.g., removing certain elements, adjusting colours)
	Text or marketing copy	Imitations of existing text (e.g. styles) or brand messaging	Editing of existing copy (e.g. rewriting, paraphrasing, optimising for SEO)

Principles that should guide brands' use of Gen AI

Before considering whether to disclose the use of Gen AI in external marketing content, brands must first ensure that their use of AI itself is responsible. At a minimum, brands must ensure content is legal, honest, truthful and not likely to mislead, deceive or cause offense. These are the foundational principles of advertising self-regulation, regardless of technologies and techniques used in marketing.

With this in mind, in certain cases, disclosing that content was AI-generated does not in itself prevent it from being misleading or causing offense or harm. In addition, the use of Gen AI may also raise other legal issues and could result in the violation of data protection and privacy, copyright, trademark, consumer protection, health and other laws.

To help brands identify when the use of Gen AI in external-facing marketing creative may be misleading, deceptive, dishonest or offensive, the accompanying Annex provides a (non-exhaustive) list of practical examples where the use of AI would be considered misleading or potentially unlawful, regardless of disclosure, and should therefore be avoided.



Identifying when and when not to label the use of Gen AI

Once brands have ensured that their use of Gen AI is responsible, i.e. that it is not misleading, deceptive, dishonest or offensive and respects intellectual property, copyright, likeness rights and other legal requirements mentioned above, they should then consider the following factors when deciding whether to disclose its use:

1

Does the use of Gen AI constitute a central component of the ad's persuasive messaging? And is there a likelihood that such use could materially influence consumer decision-making?

'Materially influence' means have an influence on whether, how or what a consumer chooses to buy, for example changing perceptions of a product's features or benefits, influencing willingness to pay or leading someone to buy something they wouldn't have otherwise. If this is the case, then its use should usually be disclosed. This ensures that consumers are aware of the technological influence shaping their decision-making process.

2

Could the absence of disclosure contribute to a false or misleading impression of the product?

If the use of Gen AI leads to a misleading impression which could be resolved through transparency, it would be best practice to disclose. In some cases, however, regardless of transparency this may still be misleading and therefore be prohibited. For practical examples of where this may the case, see the Annex.

3

Has Gen AI been used for obviously fantastical creative purposes?

If the use of Gen AI creates an obviously unrealistic effect (e.g. one that audiences can clearly recognise as not depicting reality or are purely fantastical) then disclosure is generally not required.

4

Does the use of Gen AI lead the viewer to believe something is real when it's not?

In cases where the use of Gen AI is secondary, playing only a minor role in the broader creative and messaging, its use is unlikely to need disclosure. However, if the use of Gen AI leads the viewer to believe something is real when it's not then it will most likely need disclosure. This is especially the case under EU, California and Chinese rules.

5

Has Gen AI been used for minor superficial enhancements in line with traditional and industry standards for editing?

Where Gen AI has been used in place of more traditional editing tools to make minor adjustments, for example to lighting or colour correction, this would not usually need to be disclosed.

What this means in practice

To apply this framework and these principles in practice, WFA has collaborated with advertising self-regulatory organisations (SROs) from the UK, Canada, US, Brazil, Australia, the Netherlands, India and Chile as well as the European Advertising Standards Alliance (EASA) to develop practical guidance to help brands identify when they should and shouldn't disclose Gen AI use.

The following pages provide examples of where the use of Gen AI would not be inherently misleading or unlawful and where any potential to mislead could be properly addressed with a disclosure. For the sake of clarity, we have also included examples of where a disclosure may not be required at all.

Please note that this paper does not provide guidance on how to meet jurisdiction-specific AI transparency obligations in the EU, US or China.

These markets have distinct legal requirements, and local approaches will therefore be necessary. Dedicated materials are being developed separately - for example, EASA (with WFA and national SROs) for the EU AI Act, and the ANA for emerging US state laws.

As a result, this voluntary guidance is intended to inform deliberations and assist brands in identifying what could be considered global best practice for AI disclosures. WFA member companies retain full autonomy in determining their own disclosure practices. This guidance does not establish, and should not be treated as establishing, any standard of conduct to which members are expected to confirm. Individual companies should seek independent legal and commercial advice when defining their positions on this issue.



People and likeness

USE CASE:	DISCLOSURE IS UNLIKELY TO BE REQUIRED WHEN:	DISCLOSURE WOULD BE RECOMMENDED WHEN:
To create AI-generated people (photorealistic humans with no real-world counterpart)	✦ The AI-generated human is incidental to the core message and does not play a significant role in persuading or shaping consumer decisions.	✦ When the AI-generated human plays a significant role and is directly influencing consumer perceptions of the product or service through their speech or actions.
	◉ **Example: An AI-generated crowd is used in the b city street scene. The individuals in the crowd do not interact with the main subject of the ad, nor do they influence how the product or service is perceived.**	◉ **Example: An AI-generated crowd of synthetic humans is used for an ad about an event, venue, festival, theme park or similar and where it indicated popularity of that event/festival/theme park.**
91% of brand marketers believe a synthetic human playing a central role in an ad's messaging should be disclosed. 78% believe an AI-generated customer service avatar providing personalised recommendations should be labelled and disclosed. Only 35% believe a synthetic human appearing as a background character should be disclosed.*	✦ The AI-generated human is used purely for creative purposes, such as stylising or visual effects, without influencing the consumer's understanding of the product or service.	◉ **Example: An AI-generated customer service avatar provides personalised product recommendations based on user interactions to influence purchasing decisions.**
	◉ **Example: A futuristic ad features AI-generated humans to create a dystopian cityscape with stylised, digital figures walking through streets. The AI-generated people are part of the artistic vision rather than being used to promote or demonstrate the product.**	“ **Suggested language for disclosure:** “AI-generated character” “Character created using AI” “Virtual assistant powered by AI” “AI assistant”
	N.B.: Some brands will consider it best and responsible practice to label all use of AI-generated humans in marketing creative.	



****** These figures and those referenced on subsequent slides reflect the views of survey respondents and do not represent an industry standard or expectation.***

USE CASE:	DISCLOSURE IS UNLIKELY TO BE REQUIRED WHEN:	DISCLOSURE WOULD BE RECOMMENDED WHEN:
To copy or replicate the likeness of real people (photorealistic e.g., digital doubles, deepfakes) 91% of brand marketers believe that AI-modified likeness of a paid or famous person that materially alters appearance should be disclosed. 78% believe a direct replica of a paid or famous person (e.g. for dubbing) should be disclosed	✦ The AI-generated replication was done with the full knowledge and consent from the person whose image is being replicated and the AI-generated version of them is a direct and truthful replication. ✦ The AI-generated replication is being clearly used as a parody or for purely comedic effect and is not likely to be perceived by the audience as depicting reality (subject to explicit consent from the person and local laws on privacy).	✦ When Gen AI is being used to replicate the likeness of a known person/celebrity. ◉ **Example: A brand creates an AI-generated version of a famous actor with their permission to dub an ad into multiple languages for different markets.** ✦ When Gen AI is being used to replicate the likeness of a known person/celebrity with their permission, but their image has been materially modified and is no longer a direct and truthful replication (e.g. to make them look older for a futuristic ad campaign). “ **Suggested language for disclosure:** “[Name]’s voice/image was recreated using AI, with their permission”
To enhance the likeness and appearance of real people	✦ Gen AI is being used for minor touch ups e.g. colour correction, lighting adjustments, etc. ✦ Gen AI is being used for the purposes of standard photo editing such as blemish removal, skin smoothing, facial expression, etc. which is not material to the efficacy of the product or service being promoted.	✦ When Gen AI is used to demonstrate the effect of a product on a person in a context where the audience would reasonably assume the product had actually been used in real life (e.g. simulation). ◉ **Example: An ad includes a ‘Before and After’ image for a product where the ‘after’ image is a reasonable reflection of the product’s efficacy (e.g. improvement to skin) but was created by Gen AI rather than an image of the same person after having used the product.** “ **Suggested language for disclosure:** “AI-generated simulation” “AI-modified image, for illustrative purposes” “This image was altered using AI” “Enhanced using AI for creative/illustrative effect”





Products

USE CASE:	DISCLOSURE IS UNLIKELY TO BE REQUIRED WHEN:	DISCLOSURE WOULD BE RECOMMENDED WHEN:
To create or copy and replicate product images Only 26% believe a faithful, accurate AI-generated representation of a real product (e.g. digital product twin) should be disclosed) Yet 83% believe an AI-generated conceptual or limited-edition product image should be disclosed	✦ The AI-generated product is a faithful and accurate representation of the real-world product; the visual representation matches what the consumer will actually receive and the use of AI is not likely to have material impact on consumer expectations. ◉ **Example: A brand selling USB cables uses Gen AI to create a simple, accurate image of the cable within a specific context because it's faster and cheaper than arranging a photoshoot.**	✦ The AI-generated or enhanced product image/visual is a limited-edition or conceptual mock-up (replicating a product variant that doesn't exist yet). ◉ **Example: A retailer uses AI to generate images of unreleased garments and positions them on models. Without disclosure this could create confusion over availability and authenticity of the product.** “ **Suggested language for disclosure:** “AI-generated product image” “Product image generated using AI” “Conceptual AI image” “AI-generated mock-up”
To alter or enhance product images Only 17% believe that an AI-enhanced image of a product that is accurate but visually indistinguishable from photograph should be disclosed.	✦ Gen AI-altered or enhanced image remains an accurate representation of the real-world product, and the use of AI is not likely to have a material impact on consumer expectations. ◉ **Example: A fashion retailer uses Gen AI to alter the colour of a dress to accurately show the range of colours available without the need to photograph every variation.** ✦ The alteration and edits are purely for stylistic purposes and these edits do not change the perception of the product at all. ◉ **Example: A product image of a phone is enhanced with minor colour correction for better clarity, but the look and feel remain the same. The consumer would perceive this as simply a clearer image and the product is true to life.**	✦ Gen AI alters/enhances a product image/visual in ways that are accurate and non-misleading but could be mistaken for unaltered photography, potentially affecting consumer trust or expectations about authenticity. ◉ **Example: a fashion retailer uses Gen AI to create illustrative styling elements for a real, accurately depicted dress (such as accessories e.g. belt or jacket etc).** “ **Suggested language for disclosure:** “AI-modified image for illustrative purposes” “AI-assisted colour visualisation” “This image was altered using AI” “Enhanced using AI for creative/illustrative effect”

Audio

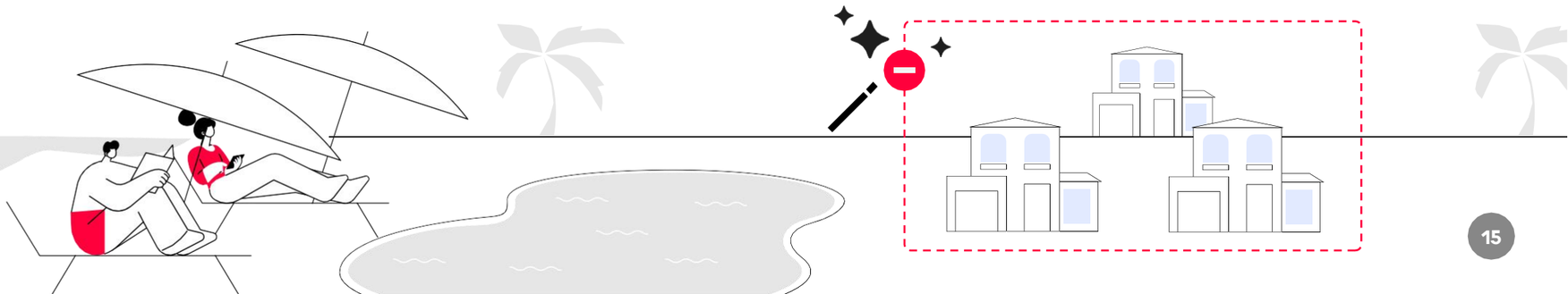
USE CASE:	DISCLOSURE IS UNLIKELY TO BE REQUIRED WHEN:	DISCLOSURE WOULD BE RECOMMENDED WHEN:
To create or replicate voices 96% of brand marketers believe an AI-generated voice where consumers may reasonably assume it's a real human should be disclosed.	✦ The AI-generated or edited voices are generic (not imitating a specific person). ◉ **Example: Generic synthetic voices for neutral narration.** ✦ A person's voice is recorded once and subsequently edited or manipulated (with the full knowledge and consent from the person whose voice is being replicated) using AI for other uses, such as extending or modifying the original recording for different scripts, languages or contexts.	✦ Gen AI voice is used for customer service or interactive experiences where it sounds like a real individual and it could inadvertently lead people to believe they are interacting with a real person. ✦ Gen AI is used to clone voices of a well-known celebrity or personality for a product endorsement (with the full knowledge and consent of the person whose voice is being replicated). ❝ **Suggested language for disclosure:** "[name]'s voice was recreated using AI, with their permission" "Virtual assistant powered by AI" "This is an AI-generated voice"
To generate or replicate existing sounds or music	✦ When the music or sound being generated, replicated or cloned is unlikely to have a material impact on consumers' perception or impression of a product. ◉ **Example: A brand uses AI to replicate music which aims to provide an ambient atmosphere in the ad.** ◉ **Example: An ad for a soft drink uses AI to replicate the noise a can might make when opening.** ◉ **Example: Background sound effects like AI-generated crowd cheers or ocean waves in a lifestyle ad.** ◉ **Example: Neutral jingles or hold music in customer service lines.**	✦ The AI-generated sounds or music are likely to create a certain impression about the product's features: ◉ **Example: AI is used to enhance the sound of a children's toy for better quality. It still makes the type of noise, but the real-life quality is slightly different.** ❝ **Suggested language for disclosure:** "This sound was created using AI" "AI-generated sound"



Backgrounds and visuals

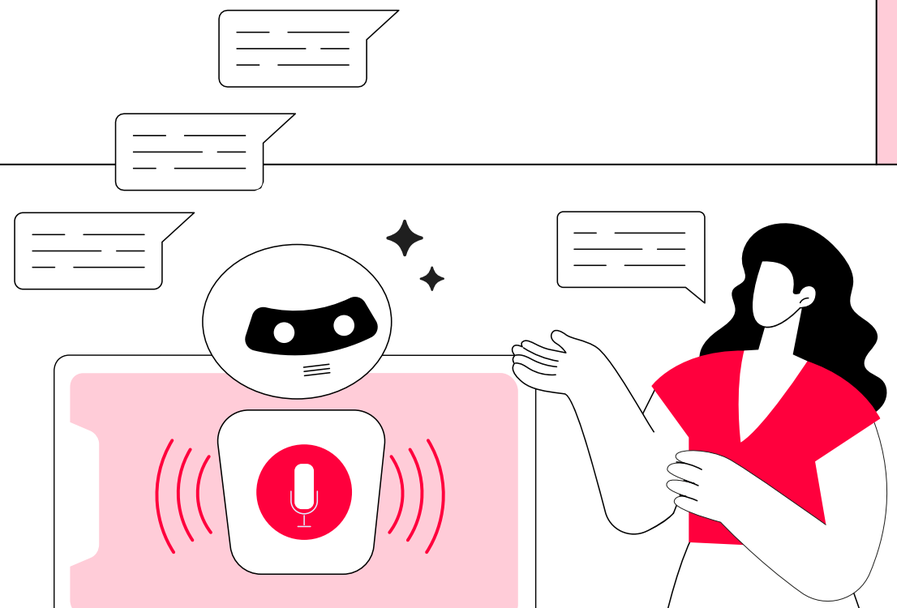
USE CASE:	DISCLOSURE IS UNLIKELY TO BE REQUIRED WHEN:	DISCLOSURE WOULD BE RECOMMENDED WHEN:
To create AI-generated backgrounds, places, objects (realistic) Only 4% of brand marketers believe the use of AI to generate purely decorative backgrounds should be disclosed.	✦ The AI-generated content is purely decorative and unrelated to the product's actual context or capabilities, disclosure is likely unnecessary. ◉ **Example: A skincare cream shown against a generic AI-generated sunset beach, unrelated to any tropical formula claim, purely for mood setting.** ◉ **Example: Generic AI-generated props on a desk for a laptop ad.**	✦ The product does not exist yet and Gen AI has been used to create what it is expected to look like in context. ◉ **Example: A new-build housing estate is planned for a certain area and Gen AI is used to show a representation of the building and a sense of the likely surroundings.** ◉ **Example: Virtual staging of furnished interiors for real estate listings that use AI to create furniture and décor around empty rooms.** “ **Suggested language for disclosure:** “AI-generated representation, for suggestive or illustrative purposes only”
To create AI-generated backgrounds, places, objects (unrealistic)	✦ For most AI-generated backgrounds, places or objects that are unrealistic or clearly fantastical/cartoon-like and are clearly distinguishable from reality. ◉ **Example: Surreal dreamscapes behind a car in a car ad.**	✦ The AI visuals blur real/artificial lines through ambiguity, potential confusing consumers about safety, reality, ethics or product context or likely to prompt complaints about brand responsibility. ◉ **Example: An ad for children's accident coverage shows a real child walking a tightrope between skyscrapers. It's obviously artificial, but viewers may still wonder if a real child was put in danger.** “ **Suggested language for disclosure:** “Partially created using AI” “Some images/visuals created with AI”

USE CASE:	DISCLOSURE IS UNLIKELY TO BE REQUIRED WHEN:	DISCLOSURE WOULD BE RECOMMENDED WHEN:
To copy or replicate visuals of existing places (realistic)	✦ When the AI-generated image is a faithful and accurate representation of an existing place, location or event. ◉ **Example: A coffee brand shows its mug of coffee on a real Paris café table using AI to accurately recreate the exact streetscape.** ✦ When the image is clearly an artistic interpretation and is not central to the persuasive intent of the ad. ◉ **Example: A travel ad with stylised New York skyline as background.**	✦ When Gen AI is used to place a product in an AI-replicated image of a specific place in a way that might cause concern to the audience. ◉ **Example: An automotive company uses AI to place an image of a car in a location where cars aren't permitted (near a landmark or in a famous park).** ❝ **Suggested language for disclosure:** "AI-generated image"
To alter or enhance visuals of existing places	✦ If Gen AI is used for minor aesthetic enhancements like improving lighting, removing minor clutter or sharpening image quality, in line with traditional and industry standards for photo editing. ◉ **Example: A restaurant ad brightens the lighting on a real café terrace photo using AI to make it more vibrant for appeal, matching standard post-production techniques.** ✦ If Gen AI is being used clearly as an artistic interpretation, and is not central to the persuasive intent of the ad.	✦ When Gen AI is used to substantially edit an image of a specific place or location that is material to the product. ◉ **Example: A hotel uses AI to remove short term building works or improve the appearance of local flora or other landmarks such that the audience might be disappointed, though not materially misled.** ❝ **Suggested language for disclosure:** "Promotional visuals include AI enhancements" "AI-enhanced image"



Text and marketing copy

USE CASE:	DISCLOSURE IS UNLIKELY TO BE REQUIRED WHEN:	DISCLOSURE WOULD BE RECOMMENDED WHEN:
To create AI-generated or enhanced marketing copy 73% of brand marketers believe AI-generated future facing or predictive claims should be disclosed.	✦ In most cases, AI-generated or enhanced marketing copy (e.g. translations, social media posts, product descriptions) are unlikely to require disclosure. However, brands must exercise careful oversight to ensure that all claims are accurate, substantiated and not misleading.	✦ For text-based AI customer service assistants and chatbots. ✦ For future-facing or predictive claims shaped by AI, for example to predicting or modelling growth in reach or users for a product or service. ◉ **Example: A social media platform uses AI to suggest that a new creator tool "could increase your follower count by up to 25% in the next month" based on AI-modeled engagement data. While this is an AI-generated forecast, consumers could interpret it as human-modelled.** ❝ **Suggested language for disclosure:** "Virtual assistant powered by AI" "AI-generated prediction based on past data" "This is an AI-modelled estimate. Individual results may vary."



Conclusion: from uncertainty to action

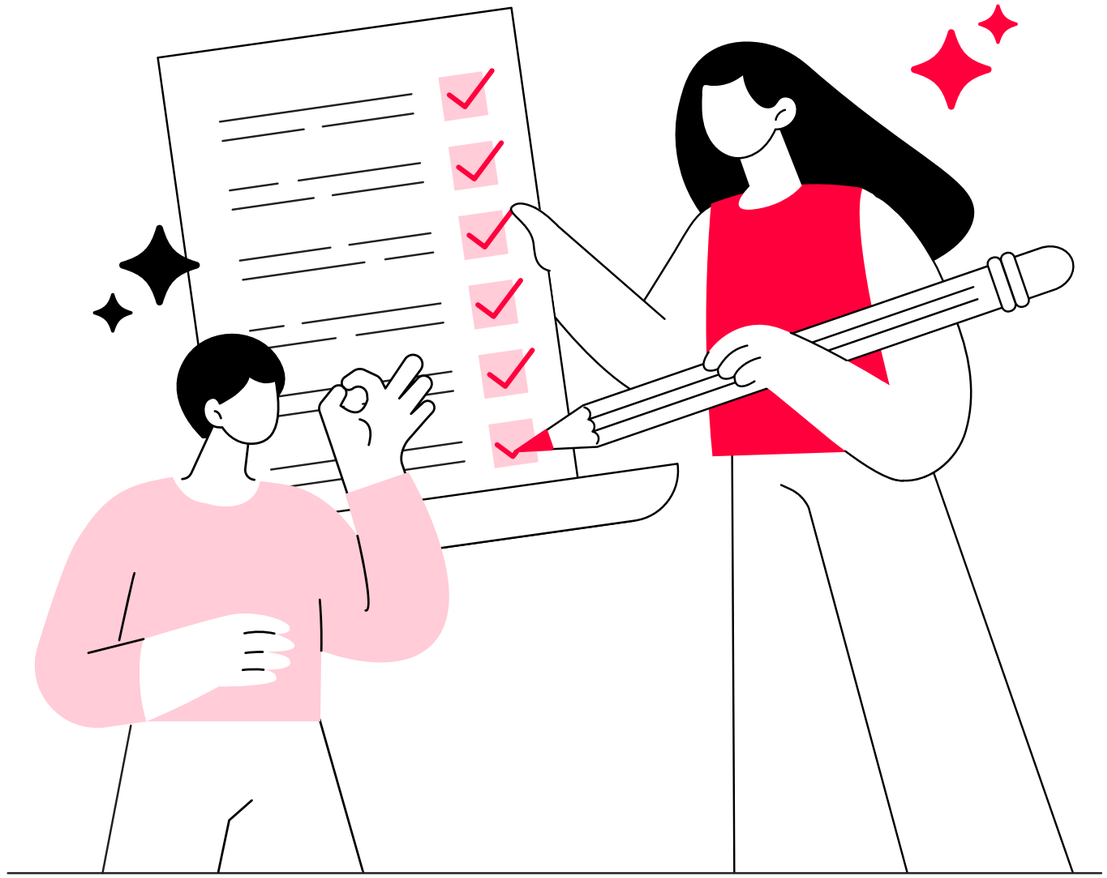
Transparency in AI-generated and enhanced marketing creative is not a straightforward or settled issue. Brands are navigating a complex and evolving landscape shaped by unclear regulatory expectations, shifting consumer perceptions and the absence of consistent global standards. The tensions are real: between transparency and simplicity, innovation and trust, creativity and responsibility.

What this guidance makes clear is that there is no one-size-fits-all answer. Instead, brands should move towards a more structured, principles-based approach. In practice, this means asking a set of consistent questions: what role did AI play in this content? Could it materially influence consumer decisions? And could the absence of disclosure mislead or create a false impression?

It also means recognising that disclosure is not a silver bullet. Simply labelling AI use does not make content responsible. The starting point must always be ensuring that marketing is legal, honest, truthful and not misleading, regardless of the tools used.

Many brands are already taking steps to tackling this issue, developing internal guidelines and testing approaches. WFA will continue to support members in this journey, helping them to identify what responsible use of AI looks like in practice, surfacing emerging industry best practices and facilitating shared learning across markets.

Ultimately, getting this right will enable brands to truly unlock the potential of AI in a way that supports long-term, responsible growth.



About WFA and ICAS

World Federation of Advertisers

WFA champions more effective, efficient and responsible marketing communications which help WFA members drive brand growth. It is the voice of marketers worldwide, representing more than 150 of the world's biggest brand owners and national advertiser associations in over 60 markets, which speak for tens of thousands of brands at a local level. Through WFA, they form a global network that offers marketers a unique source of leadership, expertise and inspiration.

If you would like to engage with WFA's AI Community, please contact:



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International Council for Ad Self-Regulation

The International Council for Advertising Self-Regulation (ICAS) is a global platform which promotes effective advertising self-regulation. ICAS members include Self-Regulatory Organizations (SROs) and other national, regional and international bodies working to ensure that advertising and marketing communications are legal, honest, truthful and decent.

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linkedin.com/company/wfa
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WFA Competition law compliance policy

The purpose of the WFA is to represent the interests of advertisers and to act as a forum for legitimate contacts between members of the advertising industry. It is the policy of the WFA that it will not be used by any company, or individual, to further any anti-competitive or collusive conduct, or to engage in other activities that could violate any antitrust or competition law, regulation, rule or directives of any country or otherwise impair full and fair competition. The WFA carries out regular checks to make sure that this policy is being strictly adhered to.

As a condition of membership, members of the WFA acknowledge that their membership of the WFA is subject to competition law rules and they agree to comply fully with those laws. Members agree that they will not use the WFA directly or indirectly, (a) to reach or attempt to reach agreements or understandings with one or more of their competitors, (b) to obtain or attempt to obtain, or exchange or attempt to exchange, confidential or proprietary information regarding any other company other than in the context of a bona fide business or (c) to further any anti-competitive or collusive conduct, or (d) to engage in other activities that could violate any antitrust or competition law, regulation, rule or directives of any country or otherwise impair full and fair competition.