

# Disney Consumer Products and Interactive Media

## *Free Product Review Guidelines*

We are pleased to provide you with the exciting new products in this package. Please note that the U.S. Federal Trade Commission places certain disclosure and substantiation requirements on individuals who write about free products they have received. Please visit the FTC website at [www.ftc.gov](http://www.ftc.gov) for more information about testimonials and endorsements. If the target audience for your posts is outside of the United States, then please follow any laws or other guidance provided by your target audience country(ies).

### **Disclosure:**

If you choose to write about these products, you should disclose your connection to Disney in a clear and conspicuous manner. Written posts should have the disclosure prominently at the top of the review or included in the prose of the first paragraph of the review. In video posts, it's a good practice to verbally disclose your connection in the introduction and to include a similar text disclosure on the screen. Make sure that the text disclosure is on the screen for a few seconds, and that it's easy to read with good contrast against the background. It's also helpful to include a disclosure within the first three lines of the video description box so it is visible. Similarly, for a social media post, disclosures should be viewable in each platform's unique format, so making them within the first few lines of copy is best.

#### Verbal Examples:

- *"Thanks Disney for sending me this Singing Elsa doll to try for free!"*
- *"Disney sent me this complimentary Marvel Avengers Starter Pack to write about my experience."*
- *"I'm excited to share some fun Star Wars party decorating tips featuring products Disney sent me for free."*

#### Written Examples:

- *Free products provided by Disney Consumer Products. All views are my own.*
- *Thanks Disney for sending these free products for me to review. All opinions are my own.*

It is important to be specific about what you received. General statements such as "Thanks to Disney for making this possible" or "Sponsored by Disney" are not sufficient.

### **Substantiation:**

If you choose to review these products, you should actually use them and your review should reflect your truthful opinion. You should not make claims or promises about the products that cannot be supported. For example, you should not say using products caused you to "gain IQ points" or that action figures "will never break." If the product requires additional things to work, such as batteries or a memory card, you should tell your audience.

### **Content directed to Children:**

The Children's Advertising Review Unit (CARU) provides self-regulatory guidelines for posts directed at children under the age of 13 that may contain an advertising message. You should review and comply with these guidelines in all respects. Please visit the CARU website at [www.caru.org](http://www.caru.org) for more information about these guidelines.

Thank you for your attention and adherence to these guidelines.