



# INFLUENCER PAY EQUITY GUIDE:

CONSIDERATIONS FOR INFLUENCER MARKETING  
CAMPAIGNS & CONTRACTS

[ana.net/influencerpayequity](http://ana.net/influencerpayequity)



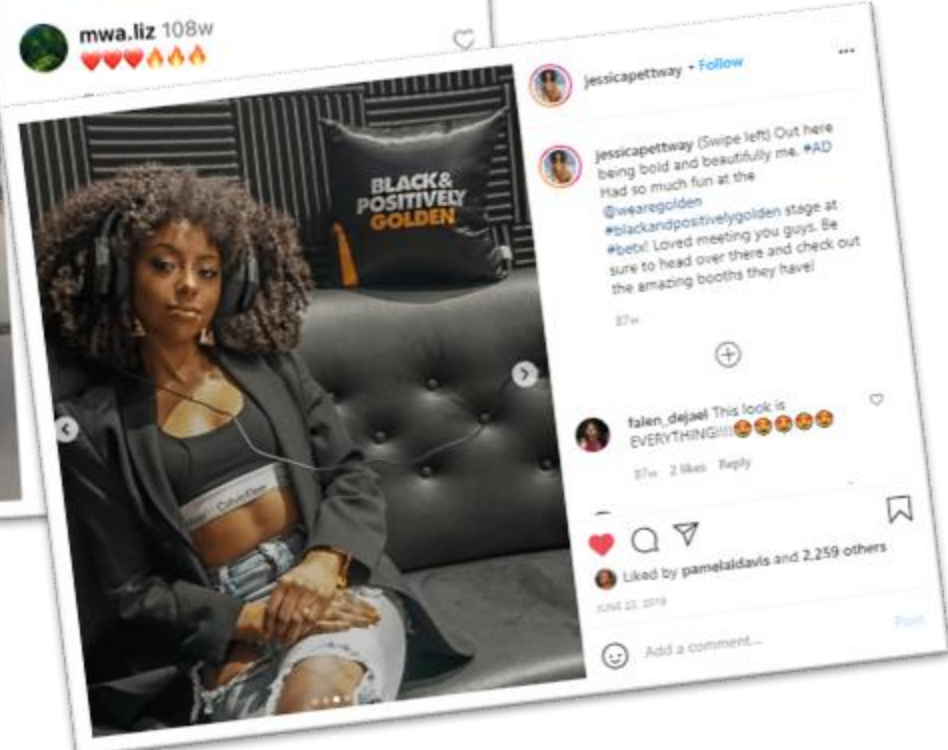
# Introductions



**Leah Marshall**  
Vice President  
Digital & Influencer Marketing



The global influencer & creator marketing economy is estimated at \$\_\_?



In a landmark 2021 study, **"Time to Face the Influencer Pay Gap,"** MS� uncovered a 29% racial pay gap between white and BIPOC influencers; 35% between white and black influencers.



**BuzzFeed** Quizzes TV & Movies Shopping Videos News

Internet Finds · Posted on May 9, 2023

# If You Keep Seeing Drama About The Tarte Brand Trip All Over Your FYP, Here's A Quick Explainer

"I have more integrity than to get all the way to Miami and realize that being treated like a second-tier person or like I'm being ranked."

by **Alessa Laitza**  
BuzzFeed Staff

View 32 comments

If you're not chronically online, then allow me to explain: Tarte is a cosmetics company that has become synonymous with their luxurious brand trips. Every so often, a group of influencers is whisked away on an all-expenses-paid brand trip in collaboration with the company to promote their products. Think Dubai and Turks and Caicos.

**Rolling Stone** MUSIC POLITICS TV & MOVIES (SUB)CULTURE

TARTEGATE

# How a Makeup Brand Melted Down TikTok

The viral controversy over Tarte and their brand trips isn't just about drama — it's about solidarity

BY CT JONES

**BUSINESS INSIDER**

CULTURE

# Beauty brand Tarte apologized for a 'miscommunication' after a TikTok influencer claimed she was treated like a 'second-tier person' on a proposed brand trip

Geoff Weiss and Tanya Chen · May 4, 2023, 5:10 PM CDT

**GLOSSY** BEAUTY FASHION GLOSSY+ POP PODCASTS SHOP EVENTS

BEAUTY

# Tarte Cosmetics CEO announces brand trip overhaul, apologizes

BY LIZ FLORA · MAY 11, 2023 · 3 MIN READ

**TIME** ENTERTAINMENT · CELEBRITIES

# TikTokers on Tarte Cosmetics' Latest Excursion Pulled Back the Curtain on Influencer Brand Trips

13 MINUTE READ

**yahoo!news** Search the web

# Everything You Should Know About The Backlash Against Tarte Cosmetics

Kyra Alessandrini · May 15, 2023 · 4 min read

**NBC NEWS** POLITICS U.S. NEWS

CULTURE & TRENDS

# Tarte Cosmetics CEO pledges to make creator program more equitable and inclusive

The company came under fire last week after Bria Jones, a Black influencer, said she felt she was treated as a "second-tier" person ahead of a Tarte brand trip.





# INFLUENCER PAY EQUITY SUMMIT

THURSDAY, DECEMBER 8 | A VIRTUAL EXPERIENCE | 12:00-2:00 P.M. EST

Bringing together brands and creators to collectively address the influencer pay gap

## SPEAKERS INCLUDE:



**PAMELA BROWN**  
Head of Talent Partnerships  
and Influence Marketing  
**Target**



**SIMI MOONLIGHT**  
Lifestyle Creator



**SHREYA MUKHERJEE**  
Chief Strategy Officer  
**MSL**



**LATOYA SHAMBO**  
CEO  
**Black Girl Digital**



**BLAKE GIFFORD**  
Attorney and  
Content Creator



**BLAKE NEWBY**  
Creator



BIPOC and marginalized creators are more likely to:

- Be offered in-kind compensation versus payment
- Be treated unequally at brand events- given less access, benefits, and opportunities
- Be disproportionately impacted by shadowbanning on the platforms
- Be subjected to public backlash, online hate, and cancelling



# Influencer Pay Equity Guide Co-Chairs



Pamela Brown  
Head of Talent Partnerships  
& Influence Marketing



Jessica Walton  
Senior Purchases  
Manager



- Lack of transparency within the influencer marketing supply chain is a clear contributor to pay inequity.
- Marketers often rely on multiple agency partners to execute campaigns and can lack full visibility into the cost waterfall to influencer payment, which prevents them from ensuring equitable pay across their various brands and influencer partnerships.
- Having a framework and system in place for influencer pay equity is a critical part of a brand's diversity, equity, and inclusion commitments

# Influencer Pay Equity Guide Contents

1. Campaign Planning
2. Evaluating Risk & Mitigating Negative Responses
3. Usage Rights
4. Exclusivity Clauses
5. Compensation
6. Payment
7. Contracts



**“This collaboration and work will help ensure more fair, equitable, and transparent practices when partnering with influencers, who fuel growth for marketers and our industry.”**

**— Bob Liodice, CEO, ANA**








**“During a moment when many are stepping back from diversity, equity and inclusion initiatives, this partnership represents our industry’s steadfast commitment to DEI. It’s critical for our workforce and our work.”**

**— Kim Sample, President, PR Council**

# CAMPAIGN PLANNING

**A** diverse and inclusive team and planning period are critical to ensuring equitable campaigns. Marginalized voices, perspectives and experiences should be represented throughout. Dimensions of diversity to consider include race, ethnicity, sexual orientation, gender, religion, age, body type, neurodiversity, disabilities, and other protected groups.

## OTHER CONSIDERATIONS

-  What new audience(s) is the brand looking to reach?
-  Which influencers reach this audience?
-  What are the campaign's priority channels?
-  Where does the target audience go for entertainment?
-  Where does the target audience get their information?





# HEINZ APOLOGIZES AND PULLS AD WITH IMAGERY REMINISCENT OF BLACKFACE

Brand pulls Gut campaign days after a separate VML campaign in the UK was also deemed racially insensitive

By Tim Nudd. Published on October 07, 2024.

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The "Smiles" campaign was intended to reference the new "Joker" movie. Credit: Heinz Ketchup

This is the second time in a matter of days that Heinz has apologized for a campaign deemed racially insensitive. The first campaign, created by VML for Heinz pasta sauces in the U.K., [was criticized](#) for perpetuating stereotypes about absent Black fathers—by showing a newly married couple with the groom's white parents and only the bride's Black mother.



Neils Abbey [@neilsabbey](#) · Follow

"For my brothers with daughters"

Because, believe it or not, Black girls have Dads too.



Last edited 9:10 AM · Oct 4, 2024

3.7K [Reply](#) [Copy link to post](#)

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Heinz offered its "deepest apologies" for that ad and said it "will continue to listen, learn and improve to avoid this happening again in the future."



1w · [Private](#)

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TRIGGER WARNING: I woke up to this new Heinz campaign on of my group chats asking "Is it me, or is that borderline Blackface?" HOW? IN THE NAME OF 2024, HOW?

How are we still lacking the diverse teams and cultural competency to have the semiotics of our imagery properly scrutinized BEFORE it gets out in the world? from agency, to client, to production, to media.... no one said, maybe we should move this away from minstrel show and Blackface connotations?????

For reference, attached is a piece of American art I saw last week at the Huntington Library: State Fair by John Steuart Curry from 1929. Amongst the depictions of the sexualized Parisian women, the mostly male fair goers and the bright and realistic colors of the scene - there is one single Black person. Who's skin is dark and who's lips are red - just like the Aunt Jemima's Pancake mix and Uncle Ben's Rice ads you see attached. This is how Black people have been show, characterized, stereotyped and dehumanized long before The Joker, and much much more often than the Joker. The irony is that the Black figure, with it's exaggerated red lips is literally standing next to A CLOWN with a similar red lip.

this is why we need to be in the room, why we need to be in leadership, why we need to have the conversation out in the open

because again HOW ARE WE STILL DOING THIS?



[Danisha Lomax](#) and 767 others

259 comments · 48 reposts



Like



Comment



Repost



Send

## INFLUENCER PAY EQUITY CONSIDERATIONS

# EVALUATING RISK AND MITIGATING NEGATIVE RESPONSES

**D**uring the planning period, brands should consider preparing for potential public responses to their influencer partnerships, both positive and negative. Consider any possible backlash when engaging marginalized creators and the impact on both the influencer and the brand.

Campaign amplification, also known as paid media, exposes influencers to new audiences who might be judgmental or intolerant. This expanded reach can make influencers and the brands they partner with vulnerable. Discuss and determine potential risks and responses before moving forward with a partnership.

- ★ If the brand is asking the influencer to advocate for it, how will the brand in turn advocate for the influencer, particularly if there is backlash? Is the brand willing to stand up for the influencer in the face of public backlash?





←

📷 🔍 👤

Things my wife has done since getting an AI assistant

She started cooking at home more

She does more house work

Started back at an office

Always bakes treats for me

Started taking Pilates everyday

She helps me with my work

Started gardening

Spends more time in the house with me

Get 25% more done

Learn more

Meet Motion. The app that... more

👍 10

🗨️ 25

👉 2

📞

Send

🔔 Sponsored

⋮

Add a comment... @ 😊 📺



████████████████████ I like to blow shit up. I am the Michael Bay of business.

10h ⋮

WOAH. Hey Harry Qi Ethan Yu Omid Roohofada of Motion, welcome to 2024. If you want 50% of the population to use your productivity app, you might like to update your perspective and your marketing to the 21st century, and ensure you have the lens of 50% of the population on your team (how many women are there on the leadership team/with decision-making power at Motion?) to make sure you don't make massive missteps like this.

Like · 🗨️ 79 | Reply · 5 Replies



████████████████████

10h ⋮

Introspection, Green Energy, Sustainabil...

Thank you so much, [Cindy!](#) 🙌 I couldn't agree more with everything you've said. It's incredibly frustrating to see a company as innovative as Motion miss the mark by perpetuating such outdated gender stereotypes. The lack of diversity in leadership is exactly what I was thinking—how can teams expect to build truly inclusive, empow ...more

Like · 🗨️ 8 | Reply



████████████████████ Miller

9h ⋮

Helping B2B small businesses and entrepreneurs master Business...

And, hire a woman for your Algorithm Dev role you're looking to fill. Y'all need some diversity of ideas and perspective in your team.

Like · 🗨️ 17 | Reply



████████████████████

7h ⋮

seems like no women are on the creative team or agency or maybe even the entire marketing dept. yeesh.


Like · 🗨️ 5 | Reply

# INFLUENCER PAY EQUITY CONSIDERATIONS

## COMPENSATION

The above-listed factors allow the brand to compose a formula that emphasizes what is important to them in an influencer. Assuming that certain factors are not biased towards one group, which should be determined by additional tests, the formula is then a sound and objective method for determining compensation.

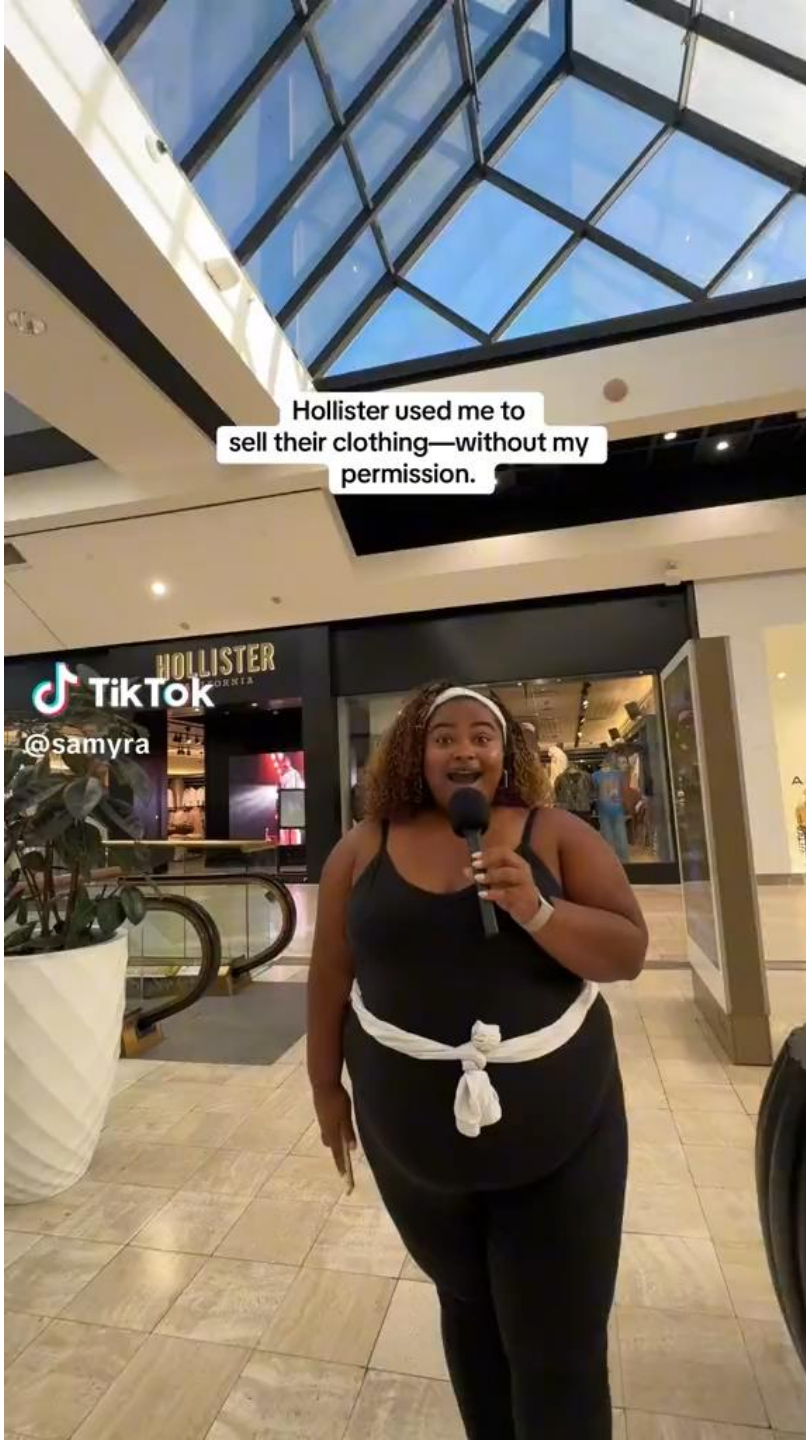
When determining the factors which dictate compensation, it is vital to ensure that they are documented. Documentation and recordkeeping is a hallmark of attaining and maintaining pay equity. To create accountability, consider tracking what influencers are paid across campaigns executed, and conduct regular internal audits on payments with your finance team. Once conducted, reflect on the results to determine what adjustments may be needed.





Hollister used me to  
sell their clothing—without my  
permission.

TikTok  
@samyra



# CONTRACTS



Consider if you are asking the influencer for performance analytics/metrics, and if so, include that within the contract.



Consider including specifics related to approvals and what approval rights the influencer has in the materials or the campaign.



Include specific FTC disclosure requirements for influencer content.



Consider including language on how both the influencer and the brand will handle any negative responses to the campaign or the partnership.

# ADDITIONAL RESOURCES

For more research and insights on influencer pay equity and compensation practices, we recommend the following resources below.

## **Time to Face the Influencer Pay Gap**

MSL's landmark "[Time to Face the Influencer Pay Gap](#)" study uncovered a significant racial divide in influencer marketing compensation: 29 percent between White and BIPOC (Black, Indigenous and People of Color) influencers and 35 percent between White and Black influencers. This frequently-cited study delineates the numbers and forces behind the influencer pay equity gap.



## **M Booth's 2023 Influencer Equity Playbook**

In March 2023, M Booth released a comprehensive [Playbook](#) to guide marketers toward concrete actions our industry can take to close the influencer equity gap. This Playbook includes steps and offers tools to create more fair and equitable practices in the end-to-end process of influencer marketing.



# #DoSomething



1. Download the Influencer Pay Equity Guide



2. Register for the 2025 Creator Conference



3. Join the Influencer Committee (ANA Members Only)



# Questions?

[ana.net/influencerpayequity](https://ana.net/influencerpayequity)