



what made us talkable!

2009 annual report

WOMMA Board of Directors 2009



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*Member News:
Tell 13,000 People
About What You
Just Did*

*Networking,
Networking,
Networking*

January 2010



Dear WOMMA Colleagues and Friends,

This is the year that word of mouth marketing becomes integrated into nearly every brand's marketing and communications plans.

According to Roper Research, more than 90 percent of all consumers say that the recommendation of a friend, family member or someone they trust is the leading influence on their purchase behavior.

No wonder WOM is the fastest growing segment in advertising/marketing today – as reported in the 2009 PQ Media WOM Study – and is expected to reach more than \$3 billion in revenue by 2013.

In March of 2009, Forrester Research issued a report entitled Social Media Playtime is Over. They're right. And the same thing applies to offline WOM. **Brands are learning that how they are talked about and recommended is the most important indicator of their growth and overall health.** And, fortunately, new measurement tools and techniques are serving up credible proof of WOM's impact and ROI.

2009 was a milestone year for WOMMA as well. Not only did membership grow, but our Fall Summit drew a record attendance and the new FTC Guidelines highlighted the importance of ethical WOM, calling out WOMMA's Code of Ethics as examples of how to do it right.

As your Board, we're here to help WOMMA's Executive Director, Kristen Smith, and her leadership team to fulfill the organization's mission of growing our industry, educating our members through best practices and promoting the advancement of ethical WOM.

Key priorities for 2010 include:

- Continuing to strengthen and grow our industry and Association by providing best in class education, fostering a community of engaged marketers, delivering thought leadership guidance, and recognizing outstanding achievements – all geared toward creating truly Talkable Brands
- Bringing to life the importance and power of WOM through all aspects of our member's organization: Customer Service, Legal, HR, Product Development, and of course, Marketing and PR
- Formalizing best practices for driving and managing WOM in regulated industries
- Validating and quantifying the benefits and ROI of WOM, and;
- Highlighting the critical link between offline and online WOM.

Thank you for your continued interest in WOM and WOMMA. If you're not already, please get and stay involved in your Association. It's going to be a great year.

Best regards,

Paul M. Rand
WOMMA Board President-Elect

*Buyers Guide:
Showcase Your
Company, Get
New Business*

2009: WOMMA



WOMMA took the lead in spreading the word about WOM in 2009 to brands, providers of WOM services and to the entire WOM community. The watchword of 2009 was “talkable” and that’s what WOMMA became.

A sharp, new look that emphasizes the “talkable” concept is seen throughout this 2009 Annual Report, WOMMA’s redesigned Web site, and in everything WOMMA has done this year beginning with its unveiling of WOMMA’s new brand in May 2009.

WOMMA: LEADING THE INDUSTRY

WOMMA solidified its place as the leader of the industry in many ways during 2009.

For example, WOMMA continued to be the standard bearer for ethical WOM through its Living Ethics Code. The Federal Trade Commission noted WOMMA as the leader in ethical WOM when it issued its new “Guides Concerning the Use of Endorsements and Testimonials in Advertising.” In addition to being cited dozens of times in the Guides, the FTC stated:

“The Commission notes in this regard that the Word of Mouth Marketing Association’s (“WOMMA”) code of ethics says that word of mouth advocates should disclose their relationship with marketers in their communications with other consumers; and that marketers should effectively monitor disclosure of their word of mouth advocates. The WOMMA Code also requires advocates to disclose the source of product samples or incentives received from marketers.”

The Food and Drug Administration held hearings on Social Media Advertising and WOMMA spread the word directly to the FDA and to the healthcare and pharma industry. Three representatives from WOMMA appeared before the FDA at hearings devoted to new guidelines and WOMMA hosted a webinar on the issues for its ongoing Healthcare and Pharma Council.

Through its newly formed Law Committee, WOMMA has created a safe-haven for attorneys that advise companies on marketing issues. Headed by WOMMA’s General Counsel and supported in part by WOMMA’s latest blog, “DiResta-the-Law,” the purpose of the Committee is to:

- Monitor regulatory and legal developments impacting the social media industry
- Provide thought leadership to WOMMA members, industry officials, and regulators through educational programs and other forms of outreach
- Identify effective compliance methods and promote “best practices”
- Advocate the interests and appropriate development of the industry before governmental agencies, industry officials, and adjudicatory proceedings.

WOMMA recognized the unique needs of those in colleges and universities and created the Higher Education Council to help educate staff about using social media to its best advantage. Those participating in the council receive tools and tips for creating a more strategic, integrated approach to social media, which can help make the most of limited resources, and also get everyone on campus moving in the same direction.



WOMMA's Member Resource Center, completely renovated, and back with a WOM vengeance. Serving as the exclusive province and locale for all sorts of industry relevant content and downloads.

spreads the word

TALKING THE TALK, WALKING THE WALK

WOMMA put its money where its mouth is by retaining John Moore as its WOM Enthusiast. Since the end of April 2009, John has added significantly to making WOMMA “talkable.” His blog – “All Things WOM” – has averaged over 6,900 unique visitors during the eight months it appeared during 2009 and generated over 15,000 page views. John has published 58 posts through the end of 2009 with 88 comments.

The WOMMA Word continued to be one of the most successful and best read blogs about WOM and social media. Published each business day, the WOMMA Word has over 13,000 subscribers. It is also available in a weekly format. Archives of the WOMMA Word and an online subscription form are available on WOMMA’s Web site.

WOMMA’s Summit was the most successful conference in WOMMA’s history. Held in Las Vegas in November 2009, 474 individuals attended, 150 of who represented 100 brands. There were 13 countries outside the U.S. represented and even one country music star showed up (Kristian Bush of “Sugarland.”)

“TALKABLE” NUMBERS

Also in 2009, WOMMA commissioned a research study that focused on the current and future spend of WOM. The study reported that spending on word of mouth marketing is expected to grow from \$1.7 billion in 2009 to \$3.04 billion by 2013. The study detailed the size, scope, and growth of the WOM marketing industry. Those interested in marketing now had information about which industry segments are growing the fastest and which are claiming the biggest percentage of marketing spend by businesses. The report detailed where marketing spend for WOM activities is projected to be in the year 2013 and highlighted the trends driving the industry’s growth. WOMMA was indispensable in helping create this indispensable report for businesses of all sizes providing services in the evolving WOM marketing industry. Watch a brief video with highlights from the report as given by John Moore, WOMMA’s WOM Enthusiast.

One important barrier to adopting WOM marketing more broadly has been a lack of understanding about what, and how, to measure the impact of WOM marketing. Through its Research and Measurement Council, WOMMA published its first Measurement and Metrics Guidebook, which is intended as an educational resource for marketers to better understand metrics and measurement as they relate to word of mouth and social media marketing programs.

BRANDS COUNCIL

WOMMA launched the Brands Council in 2009 – a community for brands, by brands. The WOMMA Brands Council is a learning community where marketers from brands and non-profits share best practice advice on how to use WOM and social media marketing more effectively.

Through exclusive webinars and conference calls, the WOMMA Brands Council helps marketers learn what’s working today. Participants discuss and become smarter about core issues facing brand marketers, including: marketing mix integration, measurement, ROI, ethics, and selling programs inside the company.

Get Connected, Get Results: www.WOMMA.org



twitter

5,981
Twitter followers
by December 2009

270
January 2009



8,801
Facebook fans more than double
by December 2009

4,000
January 2009

YouTube



The Brands Council hosted seven webinars totaling 379 registrants, as well as four Jam Sessions, which were teleconferences focused on topical group discussion. A total of 182 registrants participated in those Jam Sessions. These webinars and Jam Sessions included 156 brand or nonprofit companies as registrants.

WOMMA IS OUT THERE

WOMMA increased its Social Media Public Relations efforts in 2009 resulting in significant coverage of WOMMA. Just a sampling of the traditional media that included WOMMA in articles were:

- Ad Week
- Business Week
- Advertising Age
- New York Times
- PRWeek

PROMO Magazine has turned to WOMMA to be a regular supplier of content on WOM and social media for the Social Marketing section of its Web site.

WOMMA's visibility on social media sites increased exponentially in 2009 as well. Twitter followers grew over 20-fold in 2009 from 270 to 5,981 by the end of the year. Facebook fans more than doubled during the year from approximately 4,000 to 8,801. WOMMA created both a public group that has 144 members www.linkedin.com/groups?gid=12649 and a private group, now with 338 members www.linkedin.com/groups?gid=1810137 on LinkedIn.

WOMMA's YouTube channel was created at the beginning of 2009; as a result 37 videos have been uploaded and the channel has received over 4,055 views. WOMMA shares presentations via Slideshare and has posted 21 different presentations which have been viewed 36,839 times.

PUTTING WOMMA'S MONEY WHERE IT'S MOUTH IS

WOMMA finished 2009 on a high note, coming off the extremely successful Summit in Las Vegas in November strong membership recruitment efforts showing double-digit results in December.

WOMMA's cash and current financial position continue to be strong in light of the investments made throughout the year. The management, staffing, and recruiting changes made late in 2008 and throughout 2009 have already favorably impacted its results. The expectations are that this will continue and grow exponentially.

The success experienced in 2009 provides the foundation for the momentum beginning 2010, a year which WOMMA anticipates being the another in a string of many successful ones.

WOMMA'S AWARD WINNERS

Each year, WOMMA honors outstanding original research and case studies in WOM. New categories, an expanded judging system and judging panels were introduced in 2009.

The WOMMY recognizes excellence in word of mouth marketing - the very best examples of word of mouth activity. The entries and winners demonstrate the best strategic and creative ideas applied to real business problems. The WOMMY Award winners are recognized at the WOMMA Marketing Summit held every November in Las Vegas.

2009 WOMMY WINNERS INCLUDE:



"Our goal with the awards this year was to encourage people to share examples of WOM campaigns that made a real business impact, cases that the CFO could love as much as the marketing community."

— David Rabjohns
CEO, MotiveQuest, LLC
Chair, 2009 WOMMY Awards

GRAND PRIX AWARD WINNER

Intuit Small Business United - Access Communications

MOMENTUM AWARD

GOLD: Intuit Small Business United (Access Communications)

SILVER: Makro 7% (Proximity BBDO)

BRONZE: The 5,000 Campaign (Grasshopper)

BRONZE: Re-Fuel with Chocolate Milk (Fizz)

INTEGRATION AWARD

GOLD: Fake Candidate (Wanda Digital & Grey Istanbul)

BRONZE: Cumberland Farms Chill Zone Mix Up Yours Campaign (Kbuzz)

BRONZE: Creating a Social Movement by Encouraging Conversation: Just Look for UL (MS&L)

BRONZE: Ford Reintroduces Fusion Through In-Home Consumer Events Leveraging its Sponsorship of "American Idol" (HouseParty)

INTRODUCTION AWARD

GOLD: Dodge – Baby Made on Board (Proximity BBDO)

GOLD: Kashi – The Bar that's not afraid to Bare it All (P&G Tremor)

BRONZE: iCrossing Drives Integrated Social Campaign for Toyota (GB) (iCrossing)

EXPERIENTIAL AWARD

SILVER: Feld Family Activator Program (Mom Central)

SILVER: Dodge Dare Days (Proximity BBDO)

BRONZE: Belgacom – The Internet is Mine (Proximity)

ENGAGEMENT AWARD

GOLD: The Clickable Gurus: Company Ambassadors Who Drive Reputation, Sales, Innovation and Customer Loyalty Through Word of Mouth (Clickable Inc.)

SILVER: Nissan Hypercube - Social Media in the Driver's Seat (Capital C)

BRONZE: Ostravar BAZAL - A consumer-created beer (Outbreak)

HONORABLE MENTION: Kinopolis Faces Facebook (Proximity BBDO)

Members of the Word of Mouth Marketing Association

As of December 31, 2009

Governing Members



Members

100 Monkeys
1-800-Flowers.com
360i
3rd Level Consulting
A Squared Group
Advertising Research Foundation
Affinitive
Ammo Marketing
Andiamo Systems
Ant's Eye View
Aurora Health Care
Bazaarvoice
Beck Ag
Big Fuel
Biggs|Gilmore
BIGresearch
Biz360
Blick & Staff Communications
Blinq Media

Blue Door Consulting
Brand Autopsy
Brand Building Communications
Brand Networks
Campus Entertainment
Carlson Marketing Worldwide
CarMax
Chandler Chicco Agency
ChatThreads
Choice Schools Associates
Cisco Systems
coBRANDiT
Cochlear Americas
Cole & Weber United
Collective Bias
Collective Intellect
ComBlu
Communispace Corporation
ConAgra Foods
Convince & Convert

Cramer-Krasselt
Davis & Gilbert
DEI Worldwide
Denuo
Department Zero
Donato Dental Systems
Downtown Partners Chicago
DraftFCB
Drillteam Marketing
DuPont
Eaton
Eloqua
Empower Media Marketing
Energy BBDO
Enterprise Rent-A-Car
Erwin-Penland
Escalate
Espresso|Brand Infiltration
e-Storm International
Eye Traffic Media

Fanscape
FatWallet
FBK Research
Feed Company
Fizz
Fleishman-Hillard
Foresee Results
Freestyle Interactive
General Mills
Get Satisfaction
GolinHarris
Google
Grocery Outlet
Hanser & Associates
Harrahs Entertainment
HealthTalker
Hill & Knowlton
Hilton Hotels
HomeAway
House Party

HyperDrive Interactive
 IBM
 iCrossing
 IMI International
 Immersion Active
 IMRE
 Interbrand
 Intuit
 Javelin
 JESS3
 Joel Warady Group
 Keller Fay Group
 Kelley Drye & Warren
 Ketchum Communications
 Kraft Foods
 Leverage Software
 LifeTime Fitness
 LIME public relations +
 promotions
 Lithium Technologies
 LiveWorld
 Lorel Marketing Group
 Lumin Collaborative
 M Booth & Associates
 M/A/R/C Research
 M80
 Manatt, Phelps & Phillips
 Marcus Thomas
 Marina Maher Communications
 Marketingworks
 MarketStar
 MarketWave
 Marriott International
 Mars Inc
 Matchstick
 McDonald's
 MeetUp
 MeHype.com
 Meteor Solutions
 MGH
 MGM Mirage Resorts
 Michelin
 Microsoft
 Mindshare
 MindSmack
 Mom Central Consulting
 MotiveQuest
 MS&L
 MSHC Partners
 Neighborhood America
 Nestle USA
 New Media Strategies
 Newell Rubbermaid
 Nugget Market
 One2One Network
 Organic
 Outbrain
 PEMCO Mutual Insurance
 Company
 Peppercom
 PepsiCo
 Periscope
 PHD

PredictWallStreet
 Q-Industries
 Quicken Loans
 Radian6
 Reed Smith
 Rhino Marketing
 Rogers Publishing
 Room 214
 Rose Communications
 Rust-Oleum Group
 Rx4Good
 Satmetrix
 Scout Labs
 Serengeti Communications
 SheSpeaks
 Siemens
 Sinuate Media
 Social Arc Innovation Labs
 Social Media Group
 Social Target
 SocialMediaMarketing.com
 Sports Media Challenge
 Spring Creek Group
 Starcom Worldwide
 StartSampling
 SWERVE Driver Training
 Sysomos
 TALK Marketing
 TBS/CNN
 TechSmith
 The Cheesecake Factory
 The Vandiver Group
 theKbuzz
 TiVo
 TNS Cymfony
 Tritelle
 TurnTo
 UBS AG
 UnBound Technologies
 Unilever
 USAA
 Viewpoints Network
 VIPdesk
 Virilion
 Visible Technologies
 VML
 Waggener Edstrom Worldwide
 Walmart
 Warner Bros
 Weber Shandwick Web Relations
 Widmeyer Communications
 Windsor Mill
 Yahoo!
 Yovia
 Yum! Brands
 ZAGG
 Zannel
 Zeno Group
 Zocalo Group
 Zooppa
 Zuberance

Non-Profit

AARP
 American Society of Health-
 System Pharmacists
 B&H Publishing Group
 Broadway Center for the
 Performing Arts
 Center Theatre Group
 DePaul University
 George Mason University
 Intermedia
 Johns Hopkins Medicine
 Los Angeles Philharmonic
 Association
 Marquette University
 Meridian Health
 Money Management
 International
 Mount Royal College
 National Association of Realtors
 National University System
 New Jersey State Library
 Oakland Christian School
 Oklahoma Department of
 Rehabilitation Services
 PRConsultants Group
 Public Relations Society of
 America
 Semester at Sea
 SOCAP
 Specialty Equipment Market
 Association
 Wings Financial Federal Credit
 Union
 YMCA of Greater Kansas City

International

1000heads
 Advantage Marketing Lab
 Agencia Frog
 ambuzzador
 ASATSU-DK
 Beijing iWOM Marketing
 Between
 BILCOM
 Buzzador
 Buzzer
 Chameleon PR
 CIC
 Coleo Marketing Group
 Contagious Communications
 D.A.Consortium
 Daqi
 de pasquale advertising
 Drum Finland
 eLife
 EverMotion Internet Word-of-
 Mouth Marketing
 FikriMuhim.com
 FSB Communications
 Gabrielle Shaw Communications
 GeiserMaclang Marketing
 Communications
 H-art
 Heureka
 Hubert Burda Media
 IAKI
 Inspiring Move
 Integral Marketing and
 Communication
 iThink Professional Services
 K-Matrix
 Magpie & Friends
 Mediaedge:cia UK
 Nokia
 Octovate
 Outbreak
 Outside Line
 Promo Digital
 Proximity BBDO
 Publicis Dominicana
 Quartier D'ete
 Quor
 RIOT
 SocialMedia8
 SocialTwist
 Synergy
 The 7th Chamber
 The Intelligent Sales Club
 The Soup
 TRICOM
 trnd-The Real Network Dialogue
 Unruly Media
 Vanssen
 Via Media
 Vocanic Pte
 Way
 Webguerillas
 WillVii Corporation





Coming in 2010,
WOMM-U, is all new.

Introducing the

School of WOM

May 24-26, 2010

Swissotel, Chicago, IL

The learning continues
at the WOMMA
SUMMIT 2010

November 17-19, 2010
Paris Hotel & Casino
Las Vegas, NV



An Introduction to the WOMMA Ethics Code (The "WOMMA Ethics Code")

The WOMMA Code of Ethics is a cornerstone of the principles that built this organization. WOMMA is very proud that the FTC recognized in their new guide, with no less than ten specific references, the authority and integrity of the overall WOMMA Code.

As part of our annual ethics evaluation process, WOMMA established the Living Ethics Review as the method in which we update the WOMMA Code of Ethics. Furthermore, WOMMA formalized an interim review process so that our organization can adopt necessary code changes quickly, but with thoughtful consideration and care for the impact on our industry and our membership.

We strive to provide ethical leadership, and wish to hold our members to high standards which are integral to maintaining a quality reputation for both our organization, and its valued members.

Code of Ethics and Standards of Conduct for the Word of Mouth Marketing Association

The code was officially updated 9/21/2009.

Preamble

The Word of Mouth Marketing Association ("WOMMA") is an official trade association that represents the interests of the word of mouth and social media industry. WOMMA is committed to building a prosperous industry that is based upon best practices, effective standards, and responsible leadership. A central mission of WOMMA is to create an environment of trust between consumers and marketers. Members of WOMMA seek to enhance the meaningful development of their fellow members, the industry, and their customers, and are committed to compliance with laws and regulations that govern the prevention of unfair, deceptive or misleading marketing practice.

Therefore, members of WOMMA strive to:

- Maintain the highest standards of business conduct, by using only legal and ethical means in their business activity;
- Observe all applicable laws, regulations, and rules pertaining to their marketing practices;
- Actively promote and encourage the highest level of integrity within the industry;
- Cooperate in every reasonable and proper way with other members and work with them in the advancement of the industry;
- Lead by example and adhere to ethical standards that even may exceed those required by law; and
- Commit to the development and use of the most effective standards and practices to promote consumer protection.

As a result, members of WOMMA share in the following core values:

Trust: WOMMA members are committed to engaging in practices and policies that promote an environment of trust between the consumer and marketer.

Integrity: WOMMA members pledge to comply with the requirements of applicable laws, regulations, and rules concerning the prevention of unfair, deceptive or misleading advertising and marketing practices. In particular, WOMMA members promote honesty and transparency in their practices and methods, such that all forms of consumer manipulation are rejected. Indeed, advertising is a creative enterprise that strives to convince the consumer that the advertiser's product or service is necessary and valuable, but in the course of engaging with the consumers, WOMMA members are committed to avoiding consumer deception as an end result of their marketing practices. As a result, WOMMA members engage in practices that are designed to enable the reasonable consumer acting rationally to make better informed purchasing decisions.

Respect: WOMMA members promote and abide by practices that focus on consumer welfare. WOMMA members believe that the industry is best served by recognizing that the consumer, not the marketer, is fundamentally in charge and control, and that it is the consumer that defines the terms of the consumer-marketer relationship.

Honesty: WOMMA members believe that consumers should be free to form their own opinions and share them in their own words. Simply put, WOMMA members do not support any efforts that tell others what to say or how to say it.

Responsibility: WOMMA members believe that working with minors in marketing programs requires sensitivity and care, given their particular vulnerability to manipulation and deception.

Privacy: WOMMA members respect the privacy of consumers, and encourages practices that promote the most effective means to promote privacy, such as opt-in and permission standards.

Conditions for Membership into WOMMA

To qualify for and maintain a membership in WOMMA, the applicant or Member shall:

- Share in the core values as set forth in the Code of Ethics and strictly abide by the Standards of Conduct Required of WOMMA Members;
- Supply accurate and complete information on the nature of the applicant or Member's business and background, including

information concerning the company's principals and management personnel;

- Not having been convicted of a crime involving moral turpitude or fraud by a court of competent jurisdiction;
- Cooperate with and abide by WOMMA's self-regulatory efforts, its complaint resolution programs, and other association rules;
- Promptly respond to all complaints forwarded by WOMMA or from any official complaint resolution program, make a good faith and reasonable effort to resolve all such complaints in accordance with generally accepted and proper business practices, and to comply with the terms of any findings issued; and
- Meet its financial obligations, including, without limitation, financial obligations to WOMMA.

Purpose of the Code of Ethics

WOMMA has adopted a Code of Ethics and Standards of Conduct as a requirement of membership into the association, with the hope that the Code and Standards reflect an attempt by industry members to "do the right thing" by engaging in responsible self-regulatory efforts concerning their marketing practices. The fulcrum of the Code and Standards is the Guides Concerning Use of Endorsements and Testimonials in Advertising promulgated by the Federal Trade Commission. See 16 C.F.R. §§ 255.0-255.5.

WOMMA, however, is obviously not an agent or representative of any governmental regulator or law enforcement agency, and its views are not intended to represent any formal or informal interpretations of any laws or regulations.

Standards of Conduct Required of WOMMA Members

Standard 1 – Disclosure of identity: A WOMMA member shall require their representatives¹ to make meaningful disclosures of their relationships or identities with consumers in relation to the marketing initiatives that could influence a consumer's purchasing decisions.

Standard 2 – Disclosure of consideration or compensation received: A WOMMA member shall require their representatives to disclose meaningfully and prominently all forms of consideration or compensation they received from the member, marketer or sponsor of the product or service. In other words, WOMMA members shall not engage in marketing practices where the marketer/sponsor or its representative provides goods, services, or compensation to the consumer (or communicator) as consideration for recommendations, reviews, or endorsements, unless full, meaningful, and prominent disclosure is provided.

Standard 3 – Disclosure of relationship: A WOMMA member shall require their representatives involved in a word of mouth initiative to disclose the material aspects of their commercial relationship with a marketer, including the specific type of any remuneration or consideration received.

Standard 4 – Compliance with FTC Guides: A WOMMA member shall comply with the Guides Concerning Use of Endorsements and Testimonials in Advertising promulgated by the Federal Trade Commission. See 16 C.F.R. §§ 255.0-255.5.

Standard 5 – Genuine honesty in communication: A WOMMA member shall not tell their representatives what to ultimately state in their communications about a particular product or service, so as to enable the consumer to reflect his or her honest opinions, findings, beliefs, or experiences.

Standard 6 – Respect for venue: A WOMMA member shall respect the rights of any online or offline communications venue (such as a web site, blog, discussion forum, traditional media, and live setting) to create and enforce its own rules as it sees fit.

Standard 7 – Marketing to children and adolescents: A WOMMA member shall not include children under the age of 13 in any of its word of mouth marketing programs or campaigns; and shall comply with all applicable laws dealing with minors and marketing, including the Children's Online Privacy Protection Act ("COPPA"). See 16 C.F.R. § 312.

Standard 8 – Compliance with media-specific rules: A WOMMA member shall comply with existing media-specific rules regarding marketing to children.

¹ The term "representative" is intended to be construed broadly, so as, for example, to include vendors of marketing initiatives.

Review of the Code of Ethics

The Code of Ethics and Standards of Conduct constitutes a "living document," that is intended to evolve given the development of new technologies and media and enactment of new laws and regulations. As a result, WOMMA has adopted two mechanisms for the membership and third parties to comment upon the Code and Standards.

The first mechanism is the annual review process that is announced at the beginning of November each year and which concludes in February of the immediate following year. It is designed to be transparent and inclusive, seeking thoughtful input and dialogue.

Specifically, there will be an announcement to WOMMA's membership concerning the opportunity to submit written comments on the current Code of Ethics and Standards of Conduct. This announcement will be sent to the membership via

email and posted on WOMMA's web site; in addition, an announcement will be made to non-members and other interested parties concerning the opportunity to submit comments on the current code. Contemporaneous with the announcement WOMMA's Living Ethics Blog will be made live. All comments received by the Living Ethics Blog will be captured and posted on the web site under WOMMA's Ethics/Living Ethics Project. During this process, several reminders will be sent concerning opportunity to submit comment during this time period. In addition, an open session on the Living Ethics Project will be held at the Annual WOMMA Summit Meeting. All comments received will be provided to the Board to render any amendments to the Code and Standards. The decision of the Board will then be made public and WOMMA members will be immediately notified. Any members that are unable to comply with the amendments will be asked to resign their membership.

The second mechanism is a review that can be triggered by a petition concerning a specific issue to WOMMA's Executive Director by three members in good standing. Specifically, once the petitions by the three members are received, the following steps will occur:

- The Living Ethics Blog will be made live within five business days and an announcement will be made to the membership both via email and on our web site.
- There will be a comment period for thirty days. The dates will be announced via email and WOMMA's web site concerning the time frame and the topic under review.
- Once the comment period is officially opened, the implementation of that particular issue of the Code or Standards will be held in abeyance for a period of sixty days.
- All of this information received will be made public on WOMMA's website so that the entire process will be transparent, inclusive, and robust.
- At the conclusion of the comment period, the Board will take all communications received and render a final and binding decision.
- The Board's decision will be announced to the membership via email and website.

Once the Board's decision has been announced, there will be a one hundred and eighty (180) day compliance period, which will be clearly set out for the membership. If any member is unable to comply, the affected member will be asked to resign from the membership.

Enforcement of the Code of Ethics and Standards of Conduct

Any member of WOMMA may be admonished, suspended or expelled for cause due to conduct, acts, or omissions that are contrary to the spirit and letter of the Code of Ethics and Standards of Conduct. This disciplinary review process is enforced through WOMMA's Membership Ethics Advisory Panel ("MEAP"), a Board-appointed group that is focused on monitoring the industry, educating WOMMA members on best practices in marketing ethics, and investigating allegations of Code violations. Specifically, the MEAP is responsible for reviewing (a) prospective member companies who are found in the membership application process to have questionable practices; and (b) allegations of unethical, deceptive, misleading, or unfair practices from current WOMMA members by other members of WOMMA. It acts in an advisory capacity to the Board of Directors.

The MEAP consists of a minimum of seven (7) and a maximum of eleven (11) members, including the Chair. The members of the MEAP, including the Chair, shall be appointed by the WOMMA Board of Directors from amongst the members of WOMMA. In order to be eligible to serve on the MEAP, panel members must: (1) be an employee of a WOMMA member company in good standing; (2) hold a management level position within the member company; (3) possess significant knowledge of and experience in word of mouth marketing or social media; (4) possess a working understanding of the WOMMA Ethics Code of Conduct, Standards of Conduct, Bylaws, and all other WOMMA policies, rules or regulations; (5) not have been involved in any acts, policies, or omissions that violates the Code of Ethics or Standards of Conduct; and (6) not be a member of the WOMMA Board of Directors

MEAP members agree to keep confidential the subject of all complaints and investigative discussions unless or until corrective action is taken by the Board. Investigations may not be discussed outside of the panel's formal meetings.

The disciplinary measures which may be imposed upon a member may include, but are not limited to, one or more of the following: (a) a notice of corrective action, which entails a recommended remedy and an expression of concern and warning that more severe action could following if a future violation occurs; (b) a public notice of corrective action; (c) probation, in which the member shall lose all rights of membership for up to three years; and (d) expulsion, in which the member shall lose all right of membership.

Detailed information concerning MEAP and these disciplinary procedures can be found at WOMMA's website.

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