



BBB[®] of the Upstate Local Advertising Review Program

Prepared By:

Dorothy Freeman Self,
LARP Chairwoman
& **Hunter Jones,**
BBB Executive Director

www.bbb.org/us/sc/greenville



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A Note from Our Chairwoman & Executive Director



Dorothy Freeman Self
Founder + Principal
DFS Creative Concepts



Hunter Jones
President + CEO
BBB of the Upstate

Dear Members and Supporters,

As the Chairwoman of the Local Advertising Review Panel (LARP), and the President + CEO of the Better Business Bureau (BBB) of the Upstate in Greenville, it is both an honor and a privilege to share with you our redesigned Applause Award series. Our commitment to fostering an ethical marketplace remains unwavering, and we are proud to lead a team of industry professionals that champions integrity, transparency, and accountability in business practices.

At the heart of our mission lies the Local Advertising Review Program (LARP), a program endorsed by organizations such as the American Advertising Federation (AAF) and the International Association of Better Business Bureaus (IABBB). Through the LARP, we strive to promote truthfulness and accuracy in advertising, while enhancing public confidence through voluntary self-regulation.

We are dedicated to empowering advertisers to uphold the highest ethical standards. Through education, outreach, and enforcement efforts, we ensure compliance with industry guidelines, fostering a marketplace where businesses thrive and consumers are protected.

As we continue our journey towards a more transparent and trustworthy marketplace, we urge you to join us in honoring local businesses who demonstrate a dedication to ethical advertising practices. Together, we can uphold the values of integrity and honesty, ensuring a marketplace where trust is earned and maintained by both businesses and consumers alike.

Thank you for your continued support.

A handwritten signature in cursive script that reads "Dorothy".

A handwritten signature in cursive script that reads "Hunter".



History of BBB® of the Upstate

Promoting Trust & Transparency in the Marketplace

The Better Business Bureau (BBB) of the Upstate in South Carolina has a rich history spanning several decades, marked by a steadfast commitment to promoting trust and transparency in the marketplace. While specific details may vary, the general timeline of the BBB of the Upstate's history likely follows a trajectory similar to other BBB chapters across the United States.

We trace our roots back to the early 20th century when the first BBBs were established in response to a growing need for consumer protection and business ethics. These early organizations sought to address concerns about fraudulent advertising, unethical business practices, and the lack of accountability in the marketplace.

Throughout the decades, the BBB of the Upstate evolved in response to changes in the business landscape, technological advancements, and shifting consumer expectations. This evolution involved expanding our services to include accreditation programs for businesses, developing educational resources for consumers, and enhancing its dispute resolution mechanisms.

Over the years, we have established ourselves as a trusted resource for both consumers and businesses in the region. Through its accreditation programs, the BBB would have helped businesses demonstrate their commitment to ethical practices, while also providing consumers with valuable information and resources to make informed purchasing decisions.

Today, the BBB of the Upstate continues to uphold its mission of promoting trust and integrity in the marketplace. With a team of dedicated staff and volunteers, the organization remains committed to resolving disputes, providing consumer education, and fostering a fair and transparent business environment.



History of the Local Advertising Review Program | LARP

BBB was founded in 1912 to help regulate advertising within the marketplace. Today, BBB gives precedence to truth in advertising. BBB reviews local business advertising and challenges any potential false or misleading ads in an attempt to control the advertising claims made by businesses. We encourage businesses and consumers to bring these ads to BBB for our review. Through our efforts, we hope to help better educate businesses on how to advertise and help consumers understand what advertising may be deceptive.

BBB National Programs provides advertising review on a broader level through their National Advertising Division (NAD), Children's Advertising Review Unit, Children's Food and Beverage Advertising Initiative, and Electronic Retailing Self-Regulation Program. These divisions help control advertising on a national level. NAD only reviews national advertisements; ads dispersed on a nationwide or broadly regional basis. The Better Business Bureau system encourages business and consumers to use our advertising review programs.

Our Mission

The purpose of the LARP is to promote the truthfulness and accuracy of advertising and enhance public confidence through voluntary means.

The Better Business Bureau (BBB) of the Upstate is dedicated to fostering an ethical marketplace. Central to our mission is the Local Advertising Review Program (LARP) initiative, endorsed by the American Advertising Federation (AAF) and the International Association of Better Business Bureaus (IABBB). LARP promotes accuracy in advertising, thus enhancing public confidence voluntarily. Originally implemented with the AAF Greenville, it encourages advertisers to uphold ethical standards. Through education, outreach, and enforcement, BBB of the Upstate ensures compliance with industry guidelines. Our aim is to cultivate a marketplace where businesses thrive, consumers are protected, and public trust in advertising remains strong. In summary, BBB of the Upstate prioritizes ethical conduct, fosters transparency, and champions integrity in advertising practices.



Quarterly Applause Award

Ethics in Advertising

The BBB Local Advertising Review Program presents an Applause Award to a local business *"in recognition of the company's adherence to the BBB Code of Advertising guidelines"* on a quarterly basis.

The BBB Local Advertising Review Program takes pride in recognizing exemplary businesses within our ten-county area through the presentation of the prestigious Applause Award. This accolade serves as a symbol of honor, bestowed upon a deserving local business in acknowledgment of their steadfast commitment to upholding the principles outlined in the BBB Code of Advertising guidelines.

Given on a quarterly basis, the Applause Award celebrates businesses that consistently demonstrate integrity, transparency, and honesty in their advertising practices. These companies serve as shining examples within our community, setting the standard for ethical conduct and earning the trust and respect of consumers.

The selection process for the Applause Award is rigorous and comprehensive, ensuring that recipients truly embody the values espoused by the BBB. Through diligent review and assessment, businesses are evaluated based on their adherence to advertising guidelines, including accuracy of claims, disclosure of material information, and compliance with industry standards.

Receiving the Applause Award is not merely a recognition of achievement; it is a testament to a business's unwavering dedication to ethical advertising practices. It signifies a commitment to transparency and accountability, qualities that resonate with both consumers and fellow businesses alike.

By honoring businesses with the Applause Award, the BBB Local Advertising Review Program not only celebrates excellence but also inspires others to strive for the highest standards of integrity in advertising. Together, we can create a marketplace where trust is earned, ethical conduct is valued, and businesses thrive.



Minority Business Applause Award

Fostering Diversity in the Business Community

We are honored to introduce the **Minority Business Applause Award**. The origination and design of this esteemed recognition is a testament to our unwavering commitment to fostering diversity, equity, and inclusion within the business community.

The Minority Business Applause Award celebrates minority-owned businesses and promotes recognition for underrepresented entrepreneurs. According to the Minority Business Enterprise Certification (MBEC), a minority-owned business qualifies as such if ***“it is at least 51% owned, managed and/or controlled by qualified minority group members.”***

At the BBB of the Upstate, we believe that diversity is not only a moral imperative but also a strategic advantage. Through our programs, initiatives, and outreach efforts, we actively work to empower minority-owned businesses, providing them with the resources, support, and opportunities needed to succeed.

Receiving the Minority Business Applause Award is a tremendous honor, and it serves as a reaffirmation of our ongoing commitment to diversity and inclusion. We are proud to stand at the forefront of this important work, and we remain dedicated to driving positive change within the business community.

Together, we will continue to build on, and reward, a more diverse, equitable, and prosperous future for minority owned businesses and underrepresented entrepreneurs.



Woman-Owned Business Applause Award

Empowering Women Entrepreneurs

We are honored to introduce the **Woman-Owned Business Applause Award**. This award stands as a reminder that we aim to empower and celebrate women entrepreneurs in our community. According to the SMBCC woman-owned business (WBE) in South Carolina qualifies as such if ***“it is at least fifty-one (51) percent owned by one or more citizens of the United States who are women.”***

The Woman-Owned Business Applause Award celebrates woman-owned organizations that demonstrate exceptional dedication to ethical advertising practices. At BBB of the Upstate, we understand the immense value that female entrepreneurs bring to the business landscape, and we are proud to champion their achievements.

Through our programs, initiatives, and advocacy efforts, we strive to create a supportive environment where women-owned businesses can thrive and flourish. From providing resources and mentorship opportunities to advocating for policies that promote gender equality, we are committed to empowering women entrepreneurs at every stage of their journey.

We are proud to stand as a beacon of support for woman-owned businesses in the Upstate region.

Together, we will continue to empower women entrepreneurs, foster diversity, build a more inclusive and prosperous future for all businesses in the Upstate region.



Non-Profit Business Applause Award

Serving Non-Profit Organizations in the Community

We are proud to introduce the **Non-Profit Business Applause Award**. This esteemed recognition is a testament to our unwavering commitment to rewarding the non-profit organizations that make a positive impact in our community. ***To qualify for this designation, a business must be a registered non-profit with the Secretary of State.***

The Non-Profit Business Applause Award celebrates organizations that demonstrate exceptional dedication to ethical advertising practices. At the BBB of the Upstate, we recognize the vital role that non-profit organizations play in addressing critical social issues, supporting underserved populations, and driving positive change.

Through our programs, initiatives, and collaborative efforts, we strive to empower non-profit organizations with the resources, support, and guidance they need to fulfill their missions effectively. From providing BBB Accreditation and accountability services to offering educational workshops and networking opportunities, we are committed to helping non-profits thrive and make a meaningful difference in the lives of others.

Receiving the Non-Profit Business Applause Award is an honor, and we are proud to stand as a trusted partner and advocate for non-profit organizations in the Upstate region. We remain dedicated to driving positive change and fostering a spirit of philanthropy within our community.

Together, we will continue to reward and champion the vital work of non-profit organizations, empower them to make a difference, and build a brighter future for all in the Upstate.



Paid Advertising

When submitting nominations, please provide at least three examples of any of the following:

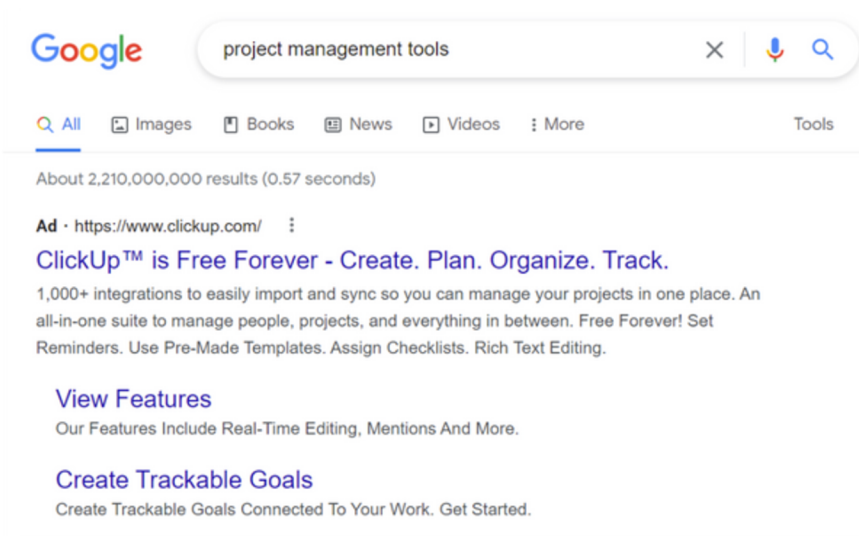
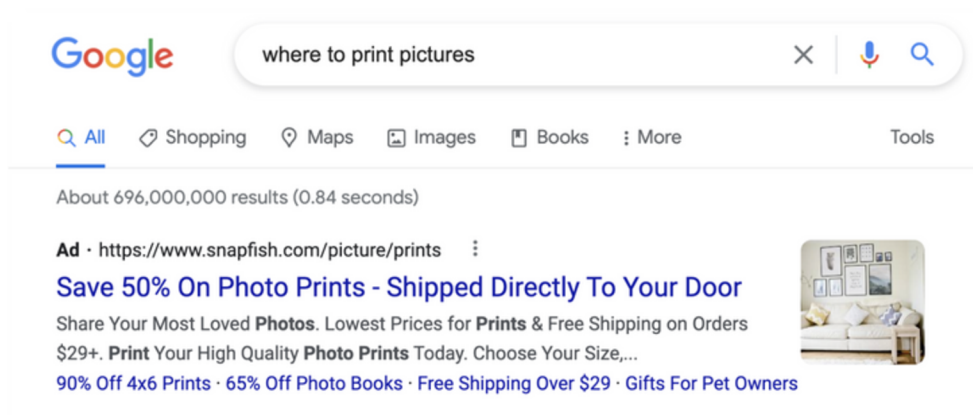
Definition of Paid Advertising:

Paid advertising is a strategy in which you pay to display ads to a targeted audience.

Examples of Paid Advertising:

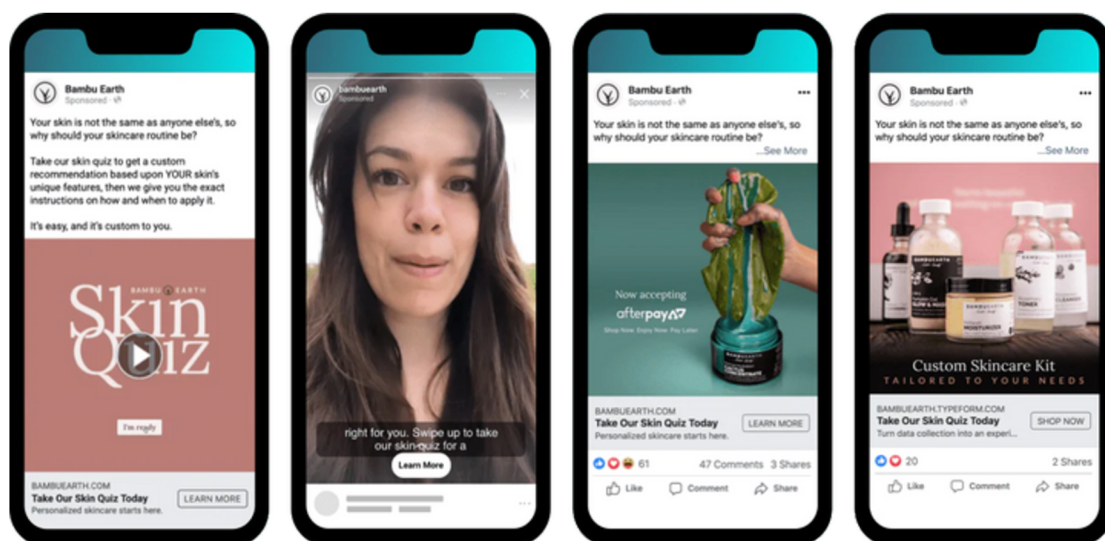
Search Engine: A form of online advertising where businesses pay to have their ads displayed on major search engines

- Google: You're presented with a list of results on the Search Engine Results Page
- Bing: The paid circulation of marketing messages across Microsoft's Bing network
- Yahoo: Businesses bid on search keywords and phrases



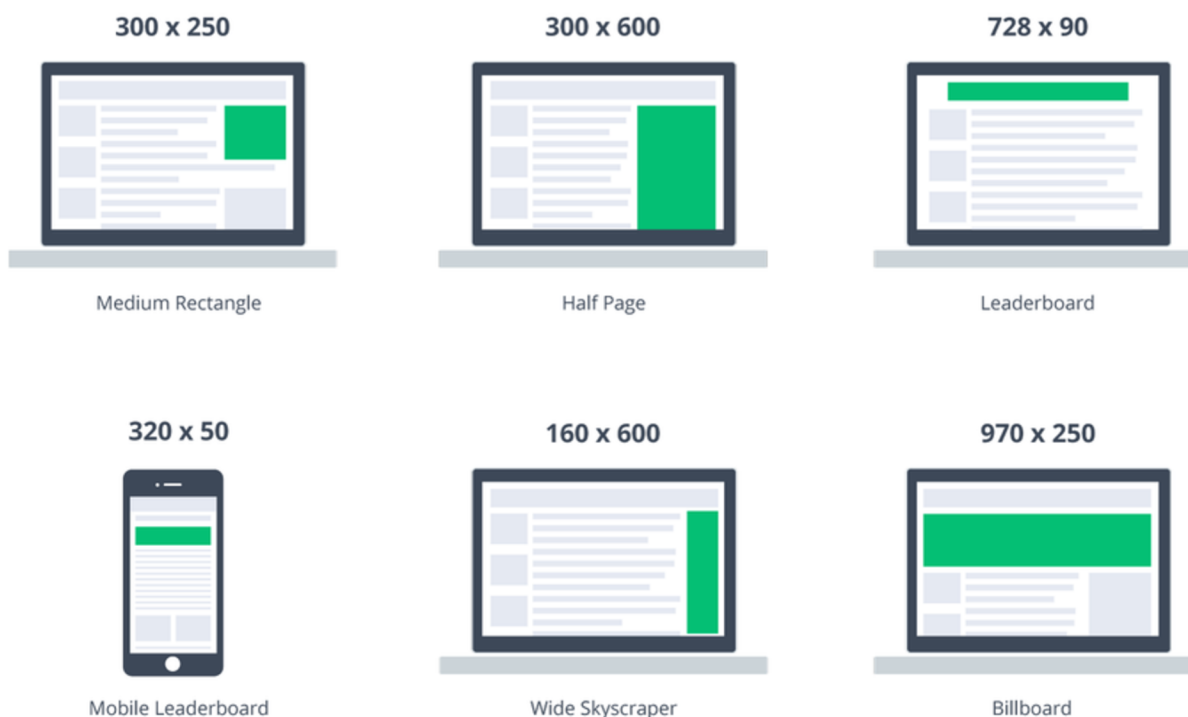
Social Media: A method of displaying advertisements or sponsored marketing messages on popular social media platforms and targeting a specific sub-audience

- **Tiktok:** Promoted content (usually full-screen videos) that a brand or creator pays to show to a specified target audience
- **Youtube:** Video promotions that appear on the channel's website and app
- **LinkedIn:** Tool that offers access to LinkedIn social networks through various sponsored posts and other methods
- **Instagram:** A business pays to have their post featured as an ad in someone's feed
- **Facebook:** Paid messages that businesses place on Facebook
- **Reddit:** Paid advertisements displayed on the Reddit platform
- **X (previously Twitter):** Ordinary Posts purchased by advertisers who want to reach a wider group of users or spark engagement from their existing followers
- **Pinterest:** Regular Pins that you pay to be placed where people are most likely to see them. These Pins will surface in your desired audience's home feed, category feeds, and relevant search results
- **Snapchat:** Unique ad formats enable brands to engage with users in entertaining, original, interactive ways
- **Spotify:** A platform for businesses and individuals to reach their target audience through audio and visual ads on the popular streaming platform, Spotify.
- **Podcast:** The ability for brands to pay for placement of their advertising within various podcast shows
- **Quora:** A paid social channel for advertisers to run native ads to over 300 million monthly unique users on Quora



Display: These ads appear at the top, on the side, and in the middle of web content on almost every website.

- **Images:** A type of ad that includes a graphic to promote your business
- **Infographics:** Visual representations of written content
- **Gifs:** Graphic interchange format advertisements. These are short videos of a few seconds without any sound. They autoplay and are animated or static images with a GIF extension. Animated GIFs comprise a series of images that play in the form of a slideshow, creating a sense of motion
- **Email banners:** Display ads or banner ads are embedded into an email. It usually consists of a static image, text, or even a video that conveys the marketing
- **Banner:** Banners are the creative rectangular ad that are shown along the top, side, or bottom of a website in hopes that it will drive traffic to the advertiser's proprietary site, generate awareness, and overall brand consideration



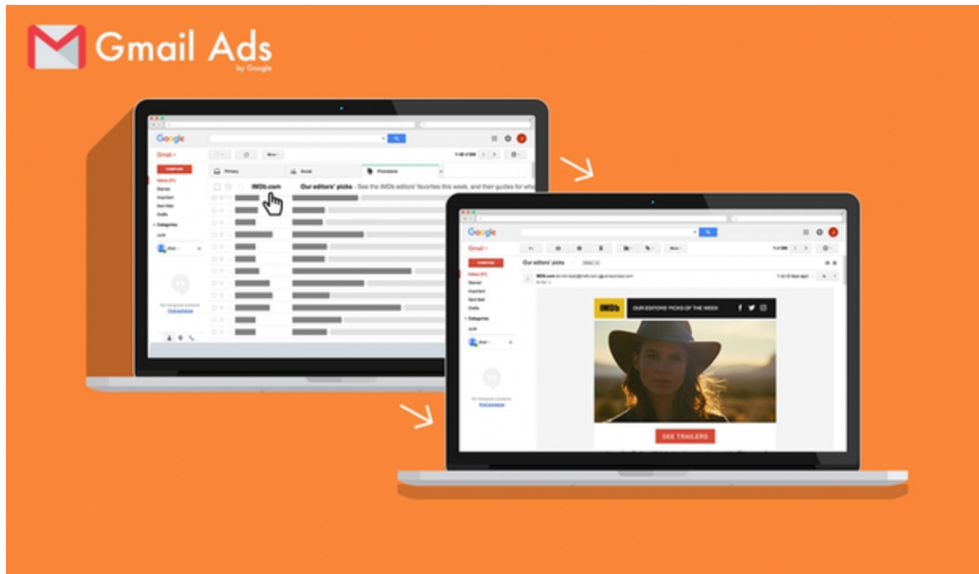
Video (OTT/CTV): Promotional content that plays before, during, or after streaming content

- **TV:** The promotion of a product or service through commercials or sponsored content that are broadcast on television channels during designated time slots
- **Netflix:** Advertisers can run video ads ranging from 15-30 seconds long. These advertisements will run before and during streaming programs
- **Hulu:** A type of over-the-top (OTT) advertising that includes non-skippable video ads that are shown before, during, and after streamed content on Hulu
- **Paramount Plus:** Develops strategic and collaborative solutions that connect our partners to our diverse, passionate fan base
- **Peacock:** Viewers will see fewer than five minutes of ads per hour on both the free version of Peacock and Peacock Premium
- **Disney Plus:** Requires companies to purchase ad slots directly from them. This is known as purchasing directly from the publisher
- **Amazon TV:** Amazon DSP (Demand Side Platform) has allowed sellers to programmatically buy display and video ads at scale and target audiences on Amazon.com, Fire TV Sticks, IMDb.com, Kindles, Freedive, apps, third-party sites, apps and platforms
- **YouTube TV:** Deliver personalized live TV ad experiences to viewers across YouTube TV and network partners with the help of Google powered technology

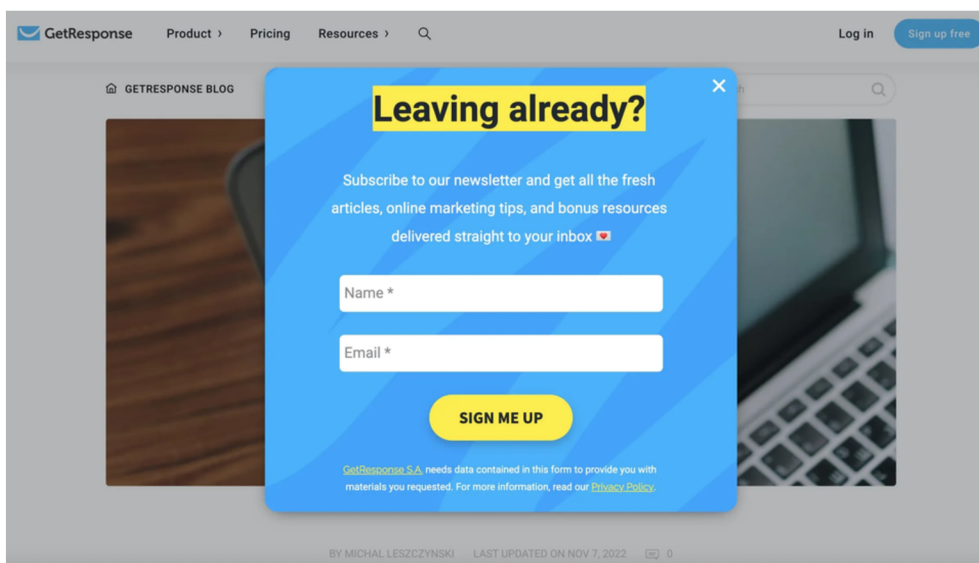


Email marketing: Promotional messages sent by companies to promote their products or services, and can be targeted to their customer base

- **Gmail Sponsored:** Paid advertising format in the Google Display Network that allows advertisers to serve ads in their prospects' inboxes

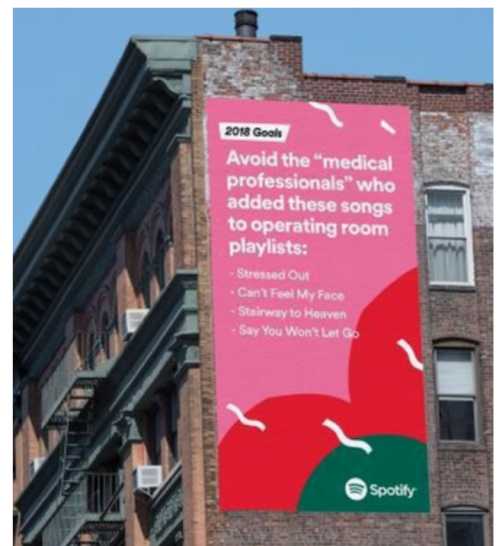
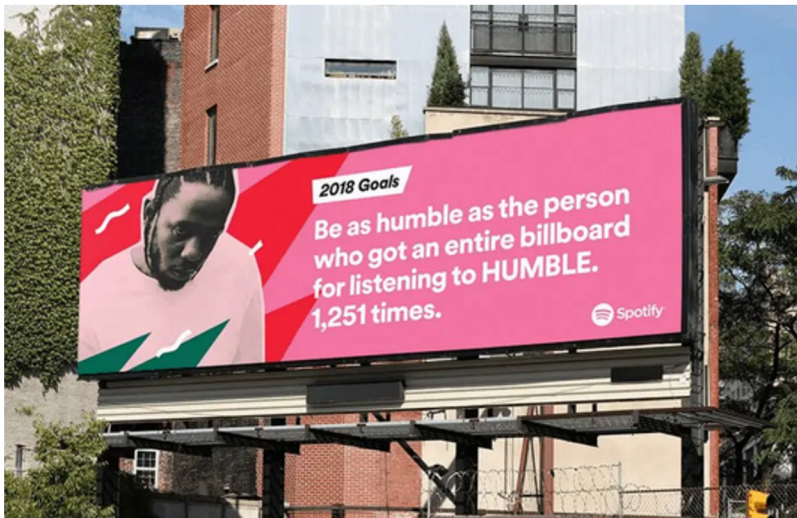


Pop-up ads: A window that displays over the page you're looking at. The goal of a pop-up ad is to generate an action from the visitor. The desired action could be to make a purchase, subscribe to a newsletter, enroll in a course, attend a webinar, or any other action you want users to take on your website



Out-of-Home: Part of traditional advertising with no digital components available to users while they are out of their home

- **Billboards:** Using large scale print and digital advertising boards called billboards
- **Posters:** A printed promotion of an event, service, or product posted in a high-traffic area
- **Bus shelters:** Provides high visibility ad space that occurs at eye level on busy streets
- **Benches:** Display on a bench that is used to show an advertiser's product or service
- **Cinemas:** Short ads that play before the start of trailers or movies



Digital Out-of-Home: Part of traditional advertising with digital components available to users while they are out of their home

- **In-store kiosks:** A small, temporary, stand-alone booth used in high-traffic areas for marketing purposes
- **Digital billboards:** Computer-controlled LED displays or electronic controlled off premise signs capable of displaying ads
- **Digital signage:** A segment of electronic signage. Digital displays use technologies such as LCD, LED, projection and e-paper to display digital images, video, web pages, weather data, restaurant menus, or text
- **Display screens:** Images, videos, or gifs shown to users on websites or apps. Most display advertising uses square, landscape, or skyscraper formats with images, copy, and a strong (CTA) to entice users to click



Miscellaneous:

- **Sponsored content:** Material in an online publication which resembles the publication's editorial content but is paid for by an advertiser and intended to promote the advertiser's product
- **Influencer marketing:** A form of social media marketing involving endorsements and product placement from influencers, people and organizations who have a purported expert level of knowledge or social influence in their field

Traditional Print:

- **Newspaper**
- **Magazines**
- **Home mailers**
- **Radio**

Submitting a Company for Consideration

How to self-nominate, or nominate a company:

Submitting a company for Applause Award consideration by the LARP is a straightforward and transparent process designed to uphold the highest standards of integrity and accountability. Whether you're a business seeking BBB Accreditation or a consumer with concerns about a company's practices, the LARP offers a reliable platform for submitting and resolving inquiries.

For businesses seeking award consideration, the process begins with an online form submission, where nominators will provide essential information about the company, including **at least three examples of paid advertising** (as outlined on the previous pages). This information is carefully reviewed by the LARP committee to ensure compliance with standards.

Once the nomination is submitted, the LARP conducts a thorough evaluation of the company's background, including a review of any past complaints, licensing, and BBB Accreditation status (if applicable).

Throughout the entire process, the LARP upholds strict confidentiality and impartiality, ensuring that all nominations are handled with the utmost professionalism and integrity. By providing a reliable online submission platform, the LARP plays a crucial role in promoting trust and accountability in the marketplace.

The link to the online nomination is:

<https://www.bbb.org/local/0673/local-advertising-review-program/bbb--of-the-upstate-applause-award-winners>

If you are viewing this digitally, you can access the link by clicking [HERE](#).



