**Opinion: Brands Should Take Precautions With Digital Avatars**

Procter & Gamble, Chanel, Vans and Prada are among the growing list of brands using animated digital avatars to engage with consumers. While it's easier for consumers to discern these ambassadors from paid influencers, the Federal Trade Commission has not established related regulations, so marketers overdisclose, writes Natalie Koltun.

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<https://www.marketingdive.com/news/virtual-ambassadors-cloud-already-murky-legal-picture-for-influencer-market/563843/>

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