



United States of America
FEDERAL TRADE COMMISSION
Washington, D.C. 20580

Mary K. Engle
Associate Director

March 20, 2017

Mr. Thomas L. Millner
Chief Executive Officer
Cabela's, Inc.
1 Cabela Drive
Sidney, Nebraska 69162

Dear Mr. Millner:

The Federal Trade Commission is the nation's consumer protection agency. As part of our consumer protection mission, we work to educate businesses about their responsibilities under truth-in-advertising laws and standards, including the FTC's Endorsement Guides.¹

I am writing to call your attention to the attached Instagram post by Luke Bryan.² He posts a picture of himself in one of your stores holding a fishing rod and writes, "Which one should I get? #HFE."

The FTC's Endorsement Guides state that if there is a "material connection" between an endorser and the marketer of a product – in other words, a connection that might affect the weight or credibility that consumers give the endorsement – that connection should be clearly and conspicuously disclosed, unless the connection is already clear from the context of the communication containing the endorsement. Material connections could consist of a business or family relationship, monetary payment, or the provision of free products to the endorser.

The Endorsement Guides apply to marketers and endorsers. FTC staff guidance makes clear that marketers should advise endorsers of their disclosure responsibilities and should monitor their endorsements to ensure that appropriate disclosures are made.

If your company has a business relationship with Mr. Bryan, that relationship should be clearly and conspicuously disclosed in his endorsements. To be both "clear" and "conspicuous," the disclosure should use unambiguous language and stand out. Consumers should be able to notice the disclosure easily, and not have to look for it. For example, consumers viewing posts in their Instagram streams on mobile devices typically see only the first three lines of a longer post unless they click "more," and many consumers may not click "more." Therefore, an

¹ The Endorsement Guides are published in 16 C.F.R. Part 255.

² The post is available at <https://www.instagram.com/p/BFe3vD0LsK0/?taken-by=lukebryan>.

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endorser should disclose any material connection above the “more” button. In addition, where there are multiple tags, hashtags, or links, readers may just skip over them, especially where they appear at the end of a long post.

If your company has a written social media policy that addresses the disclosure of material connections by endorsers, you may want to evaluate how it applies to Mr. Bryan’s post and to similar posts by other endorsers. If your company does not have such a policy, you may want to consider implementing one that provides appropriate guidance to your endorsers.

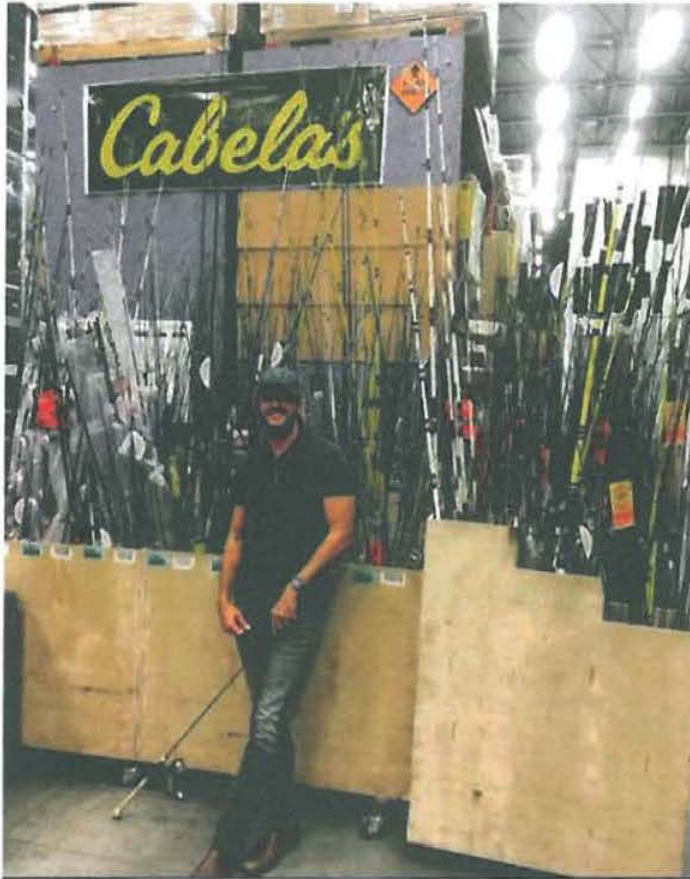
You may also want to review your company’s social media marketing to ensure that posts contain necessary disclosures and they are clear and conspicuous. To assist you, I have enclosed the Endorsement Guides and a recent staff publication, *The FTC Endorsement Guides: What People are Asking*. (They’re available online at business.ftc.gov.)

If you have any questions, please contact Michael Ostheimer at (202) 326-2699 or mostheimer@ftc.gov. Thank you.

Very truly yours,



Mary K. Engle
Associate Director
Division of Advertising Practices



lukebryan

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3w

lukebryan Which one should I get? #HFE

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[hannawilson.hw](#) I am your biggest fan ever

[taylormitchell101](#) Too many to chose from

[madi.ac](#) i love youuuuuu

[cole_peterson07](#) All of them @lukebryan

[blake2562](#) I would like to meet u

[ritazelig](#) They're all beautiful works of art! But Luke, you should only get that one with a grip that feels like hand in glove. Has just enough play to it, and can cast off as easily as you need it to! Just make sure if you're using a lure... Better make it a better one than you might've usually been using! □□□□□□□□□□

[cobey29](#) @tito_badito

[smfzrthx Cabel's](#) Lures. It should #

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