

Regulation of advertising by the FTC

American Enterprise Institute for Public Policy Research - General provisions on regulation of advertisement activities in the US



Description: -

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Advertising laws -- United States.

Advertising -- United States.

United States. Federal Trade Commission. Regulation of advertising by the FTC

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Evaluative studies, Regulation of advertising by the FTC

Notes: Includes bibliographical references.

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FTC regulation of behavioral advertising

Advertisers should also examine any other research that exists, either supporting or contradicting the monograph, especially if it is not possible to identify and review the research on which the monograph is based. For example, a study that is carefully controlled, with blinding of subjects and researchers, is likely to yield more reliable results.

The Role of Advertising and Advertising Regulation in the Free Market

Do not send any privileged or confidential information to the firm through this website. Denis Vaskov for AdConsul Moscow, 7-8 June 2017
Moscow, 30 June — 1 July 2017 Institutional Level.

General provisions on regulation of advertisement activities in the US

In addition, whenever an expert or consumer endorser is used, the advertiser should disclose any material connection between the endorser and the advertiser of the product. A guiding principle for determining the amount and type of evidence that will be sufficient is what experts in the relevant area of study would generally consider to be adequate. Although the Food Policy Statement does not specifically refer to supplements, the principles underlying the FTC's regulation of health claims in food advertising are relevant to the agency's approach to health claims in supplement advertising.

Alcohol Advertising

Testimonials and Endorsements Testimonials and endorsements must reflect the typical experiences of consumers, unless the ad clearly and conspicuously states otherwise.

Advertising and Marketing on the Internet: Rules of the Road

The FTC has recently enforced and received hefty monetary relief against several brands whose employees were instructed to leave fake reviews

for the brand's products.

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