

Ad Law Access Podcast: Comparative Advertising 101

November 3, 2020



Companies often want to claim that their products or services are better than the products or services offered by a competitor. However, [comparative claims](#) tend to be highly scrutinized by competitors and subject to challenge.

On the [latest episode](#) of the [Ad Law Access podcast](#), it provides five tips advertisers should keep in mind when creating comparative ads.

Listen on [Apple](#), [Spotify](#), [Google Podcasts](#), [Amazon Music](#), [SoundCloud](#) or [wherever you get your podcasts](#).

For more information on these and other topics, visit:

