

Advertising Under The Influence: Key Rules of the Road for Your Next Ad Campaign

Firm Event

November 9, 2017 from 12:00 pm to 1:00 pm (EST)
Washington, DC
Webinar

Social media influencers help drive consumer engagement with the brands they love. Better reviews, more "likes," and thousands of re-tweets can all add up to a bigger bottom line and greater insight into what sells and what doesn't. When the line between advertising and objective content isn't made clear, though, it can also prompt legal scrutiny and enforcement from the FTC. Join partner [Kristi Wolff](#) and Richard Cleland, Assistant Director in the FTC's Advertising Practices Division for a discussion of recent enforcement and key "rules of the road" for your company's next influencer campaign.

Please [click here](#) for a copy of the slides.

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