

AI Is Amazing. Your Ads About It Still Have to Be True.

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July 23, 2026

Partner [Gonzalo Mon](#) authored "AI Is Amazing. Your Ads About It Still Have to Be True." for *Advertising Week*. The article covers recent NAD decisions regarding how truth-in-advertising rules apply to artificial intelligence. Gonzalo lists four lessons from NAD cases that businesses can use when marketing the AI features in their products.

"AI may be the most exciting marketing story in a generation, but even the best stories have to be true."

Read the full article [here](#).