

# How to Effectively and Legally Tout Consumer Preferences in Your Company's Marketing

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Partner [John Villafranco](#) co-authored the *InsideCounsel* article, "How to Effectively and Legally Tout Consumer Preferences in Your Company's Marketing." The article discusses how the FTC's "Guides Concerning Endorsements and Testimonials in Advertising" and the ASTM International "Standard Guide for Sensory Claim Substantiation" can be helpful tools for ensuring that the consumer-based content used in advertising is consistent with applicable advertising standards.