

## Partner William C. MacLeod Quoted in “Puffery” Article

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Partner William C. MacLeod was quoted in a *Demo Dirt* article titled “Go On, Take a Puff.” The article discussed whether the average consumer is able to identify “puffery” in advertising and whether these showy tactics persuade consumers to buy products. According to new research, often customers are often put off by such persuasion tactics.

Mr. MacLeod said that “it’s hard to imagine consumers buying because of the puffery, but consumers can be attracted to clever renditions of it.” He explained that that’s the purpose of puffery. “As an attention-getter and entertainer, it can work for any kind of product or service.”