

WOMMA Features Partner Gonzalo E. Mon's Article on FTC Blogging Investigation

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The Word of Mouth Marketing Association (WOMMA) featured partner [Gonzalo Mon's](#) article in the September WOMMA Word newsletter. WOMMA highlights Mr. Mon's analysis of the AnnTaylor blogging affair in his article, "[FTC Investigation into a Blogging Promotion Holds Lessons for Advertisers](#)," published by e-Commerce Law Report. This article analyzes the FTC investigation to determine whether AnnTaylor Stores Corporation had violated the Guides Concerning the Use of Endorsements and Testimonials in Advertising in the context of a blogging promotion, and it provides lessons for companies that use bloggers or other endorsers to advertise.