

## The Deceptive Marketing Practices Digest

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The Deceptive Marketing Practices Digest

In this edition of the Deceptive Marketing Practices Digest, we look at online influencers, savings claims and Made in Canada representations. Each of these can have an influence on consumers and the decisions they make. Consumers rely on the opinions and reviews shared online by influencers and believe they are genuine and impartial.

The Deceptive Marketing Practices Digest - Volume 4 ...

Despite significant amendments, the misleading advertising and deceptive marketing practices provisions of the Act have not changed much in substance, but there have been a lot of changes to how advertisers reach consumers, particularly in the digital realm. Once limited by the constraints of traditional media...

The Deceptive Marketing Practices Digest—Volume 1 ...

The Deceptive Marketing Practices Digest The Deceptive Marketing Practices Digest: Date of Creation: April 02, 2017: Description: In this issue of the Digest, we look at two international fora that play pivotal roles in the global effort to be ' better together ' : the OECD Committee on Consumer Policy, and the International Consumer ...

UNCTAD | Catalogue Best Practices

Competition Bureau Releases Deceptive Marketing Practices Digest Vol. 4 From catchy radio jingles, to flash mobs, it is easy to see that advertising is in a constant state of evolution. But certain things never change: consumers must be provided with clear and accurate information.

Competition Bureau Releases Deceptive Marketing Practices ...

The Competition Bureau has released the first issue of its Deceptive Marketing Practioes Digest (formerly the Misleading Advertising Bulletin). The purpose of the Digest is to present the Bureau ' s...

First issue(s) of the deceptive marketing practices digest ...

On June 10, 2015, the Canadian Competition Bureau launched its new Deceptive Marketing Practices Digest on a pilot basis. It aims to provide businesses and consumers with topical guidance on various advertising and marketing issues from the Bureau ' s perspective.

Competition Bureau introduces The Deceptive Marketing ...

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First issue(s) of the Deceptive Marketing Practice ...

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First Issue(s) Of The Deceptive Marketing Practices Digest ...

(Re)introduces Deceptive Marketing Practices Digest The Competition Bureau has provided misleading advertising guidance in its new Deceptive Marketing Practices Digest. The Digest is being reintroduced on a pilot basis and will offer the Bureau ' s enforcement perspective on current issues in advertising and marketing.

Guidance for the Digital Age: Competition Bureau (Re ...

In its fourth edition of the Deceptive Marketing Practices Digest, the Competition Bureau provides guidance and advice to marketing professionals, businesses and social influencers about their responsibilities and the risks associated with three marketing practices: influencer marketing, " Made in Canada " claims and savings claims.

Influencer marketing, Made in Canada claims and savings ...

This summer, the Competition Bureau (the "Bureau") released The Deceptive Marketing Practices Digest (the "Digest"). The Digest, the first of what is intended to be a series of periodic communications, is in furtherance of the Bureau's mandate of transparency.

Canada's Competition Bureau Launches The Deceptive ...

Some general digital marketing best practices that the Bureau has highlighted most recently in The Deceptive Marketing Practices Digest, Volume 3, May 2, 2017 (Deceptive Marketing Digest) include: (i) do not misrepresent or hide terms and conditions likely to affect a consumer decision.; (ii) do not misrepresent or hide the total cost of a good or service; (iii) ensure that advertising is clearly identifiable as such; and (iv) ensure that endorsements are truthful, substantiated and reflect ...

Canadian Advertising/Marketing Lawyer

In addition, the Competition Bureau has recently published the Deceptive Marketing Practices Digest, which includes disclosure checklists for influencers and brands. There is no doubt, with the increasing breadth of social media and " influencer marketing ", that these guidelines will serve as a helpful resource to influencers and brands.

Influencer Marketing: A Changing Landscape for the ...

The Competition Act prohibits misleading advertising and deceptive marketing practices. These provisions apply to influencer marketing just as they do to any other form of marketing." The Digest includes important guidance, including "material connection" disclosure checklists for influencers and brands, respectively.

New Canadian influencer marketing guidelines | Gowling WLG

It published the first volume of its revised Deceptive Marketing Practices Digest which contained a section dealing with " astroturfing " – purported grassroots support for products which are in fact not organic, but rather paid for – hence " astroturf " .

Brief - Under the Influence: The Canadian Competition ...

CCP is mandated under the Competition Act to ensure free competition in all spheres of commercial and economic activity, to enhance economic efficiency and to protect consumers from anti-competitive practices including deceptive marketing practices.

Deceptive marketing legal definition of Deceptive marketing

The Division of Advertising Practices protects consumers from unfair or deceptive advertising and marketing practices that raise health and safety concerns, as well as those that cause economic injury. It brings law enforcement actions in federal district court to stop fraudulent advertising ...

Division of Advertising Practices | Federal Trade Commission

It published the first volume of its revised Deceptive Marketing Practices Digest which contained a section dealing with " astroturfing " – purported grassroots support for products which are in...

Under the Influence: The Canadian Competition Bureau's ...

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National Digest: Illinois sues Juul over marketing to minors. ... alleging in a lawsuit filed Thursday that Juul Labs Inc. used deceptive marketing practices to entice minors and misrepresented ...

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