BakerHostetler

Coexisting with Creative: Primer On Advertising Law
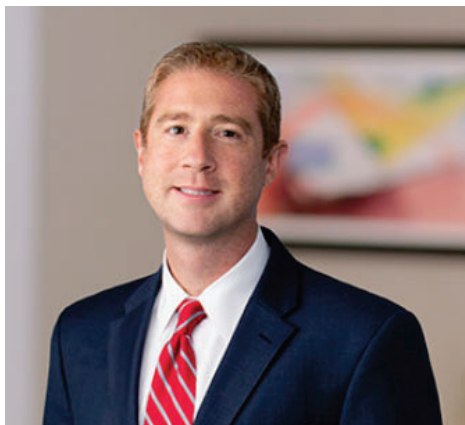
UT Law CLE
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Road Map

- Advertising Law Basics
- IP Rights and Social Media
- Truth in Advertising
  - Claim Substantiation
  - Disclosures
  - Consequences of False/Misleading Advertisement
- Commercial Agreements in Ad Law
  - Adtech Overview
  - Agency Agreements
  - Other Agreements

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Advertising Law Basics

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What is "Advertising"? It's Broader Than You Think

- "Advertising" is broadly defined as any communication by a business about its products and services
  - Ways you know: television, print, radio, direct mail, telemarketing, social media
  - But also, ways you may not think of:
    - Press releases
    - Annual reports
    - Sales pitches
    - Corporate blogs
    - Newsletters
    - Customer testimonials

- All are regulated; all can give rise to liability

What is "Advertising"? It's Broader Than You Think

- Digital and Mobile first ecosystem:

89% of viewers agree that YouTube creators give recommendations they can trust.

500 years of YouTube video are watched everyday on Facebook, and over 700 YouTube videos are shared on Twitter each minute. - ANA

Video is the most shared brand content on Facebook. - ANA

61% of online purchases were made on smartphone, an increase of more than 27% YOY.

Title search: Coexisting with Creative: Primer On Advertising Law

Also available as part of the eCourse
[eSupplement to the 33rd Annual Entertainment Law Institute](#)

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"Coexisting with Creative: Primer On Advertising Law"