

False/Misleading Advertising

issue

A client discovered a competitor's advertising was making false claims. These claims, if believed to be true, could result in giving the competitor an unfair advantage over the client's brand, as well as others in the product category.

action

A survey was designed to determine if, and to what extent, the advertising communicated these false claims to consumers and what conclusions they drew from these claims. Importantly, to what extent it impacted on the consumers purchase likelihood. The survey was designed and the results were analyzed in accordance with accepted legal protocols.

outcome

The research determined consumers believed that due to the false claim, the advertised product was superior to competition. These results were submitted to the networks and advertising was stopped.

