

**FEDERAL TRADE COMMISSION  
16 CFR Part 255**

**Guides Concerning the Use of Endorsements and Testimonials in Advertising**

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This document includes only the text of the Revised Endorsement and Testimonial Guides. To learn more, read the Federal Register Notice at [www.ftc.gov/opa/2009/10/endortest.shtml](http://www.ftc.gov/opa/2009/10/endortest.shtml).

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**§ 255.0 Purpose and definitions.**

(a) The Guides in this part represent administrative interpretations of laws enforced by the Federal Trade Commission for the guidance of the public in conducting its affairs in conformity with legal requirements. Specifically, the Guides address the application of Section 5 of the FTC Act (15 U.S.C. 45) to the use of endorsements and testimonials in advertising. The Guides provide the basis for voluntary compliance with the law by advertisers and endorser. Practices inconsistent with these Guides may result in corrective action by the Commission under Section 5 if, after investigation, the Commission has reason to believe that the practices fall within the scope of conduct declared unlawful by the statute.

The Guides set forth the general principles that the Commission will use in evaluating endorsements and testimonials, together with examples illustrating the application of those principles. The Guides do not purport to cover every possible use of endorsements in advertising. Whether a particular endorsement or testimonial is deceptive will depend on the specific factual circumstances of the advertisement at issue.

(b) For purposes of this part, an endorsement means any advertising message (including verbal statements, demonstrations, or depictions of the name, signature, likeness or other identifying personal characteristics of an individual or the name or seal of an organization) that consumers are likely to believe reflects the opinions, beliefs, findings, or experiences of a party other than the sponsoring advertiser, even if the views expressed by that party are identical to those of the sponsoring advertiser. The party whose opinions, beliefs, findings, or experience the message appears to reflect will be called the endorser and may be an individual, group, or institution.

(c) The Commission intends to treat endorsements and testimonials identically in the context of its enforcement of the Federal Trade Commission Act and for purposes of this part. The term endorsements is therefore generally used hereinafter to cover both terms and situations.

(d) For purposes of this part, the term product includes any product, service, company or industry.

(e) For purposes of this part, an expert is an individual, group, or institution possessing, as a result of experience, study, or training, knowledge of a particular subject, which knowledge is superior to what ordinary individuals generally acquire.

# Tom Cohen Ftc Guide To Endorsements

**JE Gale**



## **Tom Cohen Ftc Guide To Endorsements:**

Handbook of Marketing and Society Paul N. Bloom, Gregory Thomas Gundlach, 2001 Marketing scholars have a long history of conducting research on how marketing affects the welfare of society A significant body of knowledge has developed to look beyond marketing s impact on the corporate bottom line towards the affects of marketing on consumer sovereignty public health economic growth and other aspect of societal welfare The large and growing amount of research has become fragmented and diverse There is a need for a volume to pull all of this research together to facilitate the assessment of what we have learned and what we need to study further This volume fills that need Handbook of Marketing and Society presents the first comprehensive in depth examination of scholarly research on how marketing affects societal welfare Drawing on the talents of a distinguished group of contributors the editors have assembled key reviews analyses and perspectives on a broad range of research topics including deceptive advertising warning labels trademark infringement antitrust enforcement environmental labels privacy protection social marketing and corporate societal marketing An unifying model is presented in the introduction that illustrates the linkage of marketing knowledge marketing decisions and societal welfare Each chapter covers in a purposeful way a different link or path through which marketing can affect societal welfare Future research needs are identified in each chapter in order to help focus marketing thinking and marketing practice serve society more effectively Academics graduate students and others interested in marketing s role in society will find this a valuable resource and an excellent guidebook for future research

**Advertising and Sales Promotion Strategy** Gerard J. Tellis, 1997 Gerard Tellis clearly communicates all aspects of promotion using the most recent social sciences research findings to enable prospective managers to design their own successful strategies

**Consumer Behavior** Dorothy Cohen, 1981

**Law Book Guide** ,1972

**CIS/annual** Congressional Information Service, 1980

**Wall Street Journal Index** ,2001

Bowker's Law Books and Serials in Print ,1995

*Law Books Published* Meira G. Pimsleur, 1971

**The Commercial and Financial Chronicle** ,1935

*The New York Times Index* ,1975

Venture ,1988

**The Wall Street Journal** ,1993

**Commercial and Financial Chronicle Bankers Gazette, Commercial Times, Railway Monitor and Insurance Journal** ,1935

Traffic World and Traffic Bulletin ,1965

**FTC Guides Concerning Use of Endorsements and Testimonials in Advertising** ,1998\*

**CIS Index to Publications of the United States Congress** Congressional Information Service, 1986

The Official Washington Post Index ,1990

Time Briton Hadden, 1938

The Washington Post Index ,1989

**Oil, Paint and Drug Reporter and New York Druggists' Price Current** ,1961 Vols include the proceedings some summarized some official stenographic reports of the National Wholesale Druggists Association called 18 1882 Western Wholesale Druggists Association and of other similar organizations

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