

Marketing and Advertising

Effective marketing: focused, creative, clear.

From creating compliant campaigns to challenging competitor claims, you need the right team. We are focused on working with advertisers, agencies, media, and regulators. We blend our experience with deep technical knowledge of regulation, privacy, and intellectual property. Experience and on-the-ground global knowledge enable us to provide pragmatic, commercially focused insight.

If consumers, competitors, or regulators say your advertising is misleading, we uncover and present the facts to defeat their claims. Likewise, when your competitors mislead consumers about their products, you can count on us to bring them in line.

Our lawyers help companies balance legal compliance with their business objectives from regulations and policies governing advertising and promotion to intellectual property considerations. We review your packaging, labeling, advertising, and product launches before you go live, to evaluate potential risks. And we defend you if your competitors decide to put up a challenge. If necessary, we can help you devise workarounds so you can continue to promote your products.

We help clients operating in heavily-regulated, fast-moving industries such as food, pharmaceuticals, cosmetics, gaming and media stay on top of global privacy policies and manage compliance concerns

Key contacts

Meryl Bernstein,
New York

Richard Welfare,
London

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Areas of focus

False Advertising and Unfair Competition

Retail and Consumer Goods

Fashion and Luxury Brands

Food and Beverages

Cosmetics and Personal Care Products

Food Advertising and Regulation

Esports and Gaming

Media and Entertainment

Pharmaceuticals and Biotechnology

related to online advertising and analytics, content regulation, cloud computing, artificial intelligence, machine learning, mobile applications, social media, e-commerce, and data science.

Latest thinking and events

News

Podcast: Talking the cure

Hogan Lovells Events

Marketing with Health Data: A discussion of the current state and uncertainty of how and when health and life sciences companies may use health or other sensitive data in connection with marketing, advertising and other promotional activities in the U.S.

Webinar

Medical Devices Update

Press releases

Hogan Lovells welcomes the New Year with 27 new partner and 71 new counsel promotions

Insights and Analysis

Hogan Lovells Mobility and Transportation Newsletter | August 2021

Webinar

The EU's Digital Services Act package – What you need to know

Related practices

Food Law

Privacy and Cybersecurity

Communications, Internet, and Media

Commercial

Products Law

Related industries

Life Sciences and Health Care

Consumer

Sports, Media and Entertainment

Technology and Telecoms
