



Electronic Retailing Association

Leaders in Direct-to-Consumer Commerce

ISSUE BRIEF

Crafting Powerful—and FTC-Compliant—Testimonials

Industry Experts: Rich Cleland - FTC, Peter Marinello - ERSP, Joan Renfrow - Onyx Productions Direct Inc., Greg Sater - Rutter Hobbs & Davidoff Inc.

Briefing: The Federal Trade Commission’s revised “Guides Concerning Endorsements and Testimonials in Advertising” has effectively eliminated use of the familiar “safe-harbor disclaimer,” however, there are a variety of ways in which advertisers can comply with the Guides without subjecting themselves to onerous and expensive disclosures. Primarily, it’s up to the marketers and producers to use their creative toolkits to craft testimonials and shows that retain their impact and persuasive power without setting off disclosure requirements. Industry-leading production and legal experts will share the most effective techniques.

Challenge: What can the marketer or the producer do on a day-to-day basis to retain the powerful impact of their shows without triggering disclosure requirements?

Objective: To discover the leading strategies and techniques for producing testimonial-based advertising that is compliant without losing its impact and effectiveness. “I am confident this panel will give DR marketers, advertisers, creatives and producers the affordable tools and inexpensive techniques they will need to adhere to the newly revised FTC guidelines for testimonials and endorsements without losing the sales impact of their marketing message,” contends session panelist Joan Renfrow of Onyx Productions Direct.