



# Ad Law: The Essential Guide to Advertising Law and Regulation

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The implications of breaching UK advertising laws or regulations can be both costly and time-consuming. If a campaign is found to be potentially offensive, harmful or misleading, for example, all of the creative work and strategic planning may have to be withdrawn or changed. That is not only expensive but likely to attract very negative publicity to the brand. *Ad Law* is the essential practical guide to the law and regulation of advertising and marketing communications, offering level-headed advice on everyday questions encountered when designing and running promotional campaigns.

Spanning legal issues such as intellectual property, privacy and defamation as well as the self-regulatory framework in the UK to which advertisers must adhere, *Ad Law* expertly leads readers through the most applicable laws and regulations, explains how to comply and points out common pitfalls. In addition, guidance on the practical side of the business of advertising is included, discussing the new industry-standard client/agency agreement, for example. *Ad Law* contains guidance based on real-world experiences from media and advertising lawyers and the IPA legal team, making it the ideal companion for advertising and marketing professionals as well as lawyers in the sector.

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