

Advertising Rules

Marketing

The obligations on any commercial claim.

Common obligations.

Requirements

Substantiate claims before publication

Do not mislead by omission or emphasis

Disclose paid partnerships clearly

Present the total price prominently

Extra restrictions on health and finance

Frequent breaches

Unqualified superlatives without evidence

Undisclosed influencer relationships

Comparative claims against outdated products

Small print contradicting the main claim

Educational reference. Advertising codes and enforcement bodies differ by jurisdiction. Not legal advice.