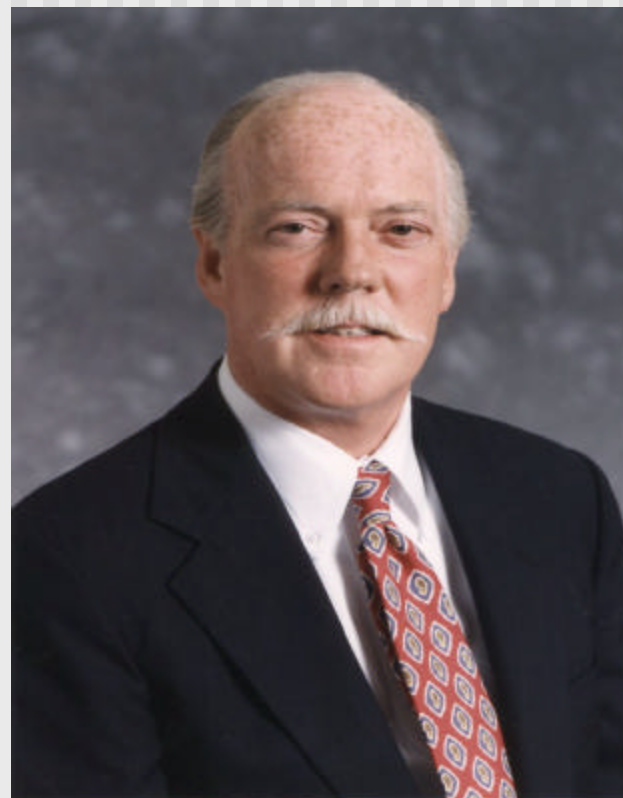


JAMES R. GUTHRIE **PRESIDENT, NARC**



FTC-NAD Workshop

DISCLOSURE
EXPOSURE

Effective Disclosures in Advertising

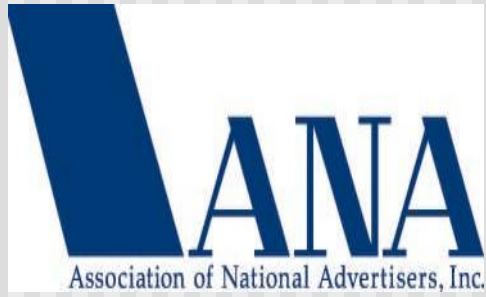
“Lawyers are ones who write a 10,000 word document and call it a brief.”

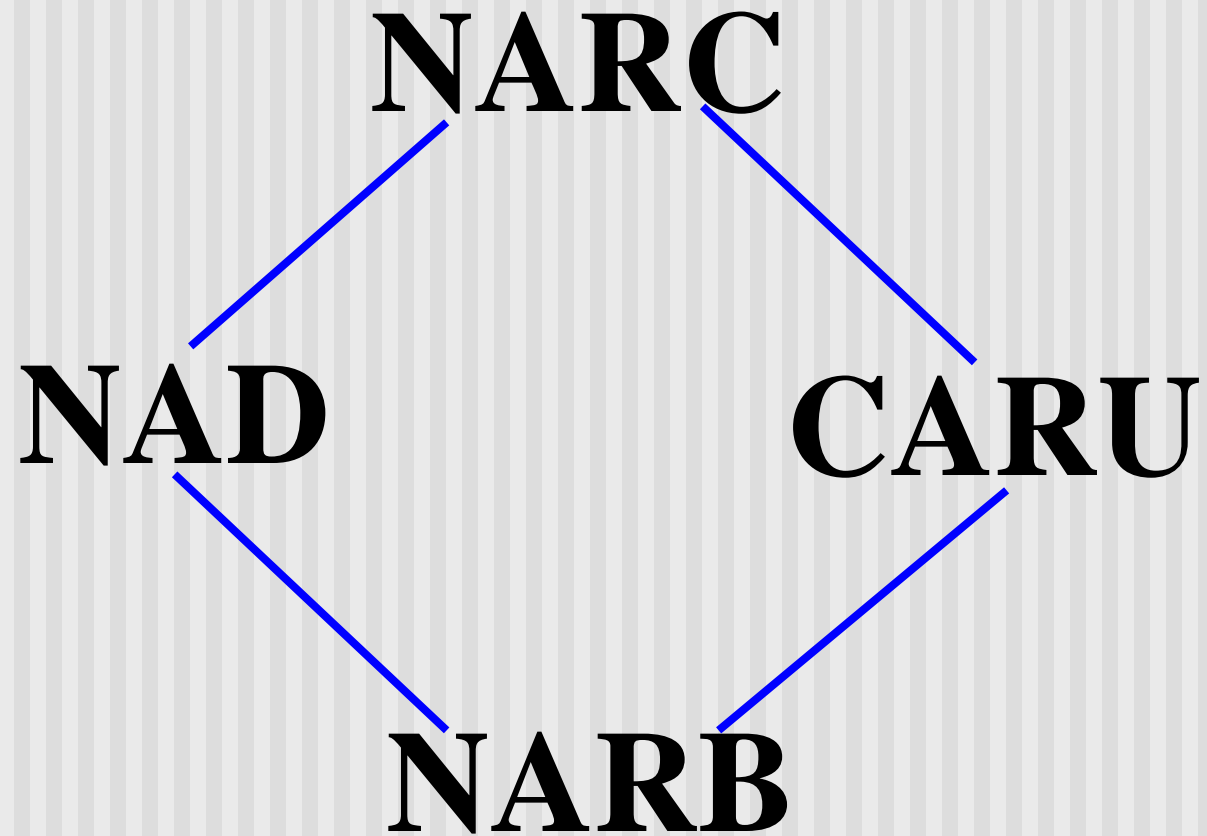
...Franz Kafka

DISCLOSURE
EXPOSURE

NARC

NATIONAL ADVERTISING
REVIEW COUNCIL





JAMES R. GUTHRIE **PRESIDENT, NARC**



“Know the Consumer”

DISCLOSURE
EDGE
EXPOSURE

LOYALTY

TRUST

TRUTH/ACCURACY

DISCLOSURE
EXPOSURE

CRM

TRUSTMARK



NAD

CARU

DISCLOSURE
EXPOSURE

ADVERTISING

DISCLOSURE
EDGE
EXPOSURE

LOYALTY

TRUST

TRUTH/ACCURACY

DISCLOSURE
EXPOSURE

NARC

NATIONAL ADVERTISING
REVIEW COUNCIL

Dog for sale: Eats anything and is
fond of children.

DISCLOSURE
EDGE
EXPOSURE

NAD