

Insights: Events

It's All About the "Fit": Ad Claims Must Track the Test

NAD 2016 Annual Conference

Monday, September 26, 2016-

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"It's All About the 'Fit': Ad Claims Must Track the Test," Moderator, NAD 2016 Annual Conference, September 2016.

Product testing is a time consuming, expensive but critical component of advertising claim substantiation—it is the claim that drives the type and level of evidentiary support. What seems simple in concept is rife with real-world difficulties. Explore with this expert panel issues surrounding sensory versus objective testing, the factors that constitute competent and reliable scientific evidence, issues related to the reliability or consumer relevance of product testing, when product innovation advances in industry technology or marketplace changes warrant updated testing, and what is meant by a "totality of the evidence" approach to advertising claim support. For more information and to register, please click [here](#).

Event Details

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The Ritz-Carlton New York, Battery Park
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Related People



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