

Marketing Claims Training

what's it about?

Creative marketing is vital to successfully launch a new or improved product in a competitive marketplace. But how can you inform consumers about the merits of your product without falling foul of Trading Standards or other enforcement bodies such as the Advertising Standards Authority?

Understand what claims you can make on labels, websites, advertising or other promotional material to ensure legal requirements are met but at the same time allowing you to highlight the benefits of your product and to positively differentiate it from your competitors. Avoid the problem, don't solve it! Essential knowledge for marketing team members.

who should attend?

- NPD
- Label designers
- Marketing personnel
- Anyone responsible for the legal approval of labels or advertising

the programme:

- Background to enforcement & offences
- Nutrition & health claims
- Medicinal & borderline claims
- Food Standards Agency guidance for marketing terms such as natural, fresh, traditional etc.
- Voluntary guidance & best practice
- Examples of previous enforcement challenges

1 day seminar • £199 per delegate • Second place half price!

Call Cheryl on 01675 475 607 to book a place

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