Our Regulatory, Advertising & Marketing practice group is committed to keeping our clients abreast of the regulatory changes that impact the way that they market and advertise their products and services in Canada. We work with clients from all sectors and industries, both domestic and international and pride ourselves on giving clients practical advice based on a clear understanding of their businesses.

Our Services

The following is a list of services that members of our Regulatory, Advertising & Marketing group provide:

Advertising

- Reviewing print and broadcast advertising (including comparative advertising) of consumer goods and services
- Advising on advertising regulated products and services including food, drugs, cosmetics, medical devices, and alcohol
- Advising on advertising to children
- Assisting clients to obtain clearance of their advertisements from various regulatory agencies
- Assisting clients to respond to complaints about their advertisements by consumers, competitors, or regulators
- Advising clients on challenging competitors’ advertisements through the courts and Advertising Standards Canada

Marketing

- Advising clients on consumer promotions such as contests and coupon programs
- Advising clients on consumer protection legislation
- Advising clients on marketing over the Internet

Packaging & Labelling

- Reviewing packaging and labelling of diverse products

Quebec French Language Requirements

- Advising on compliance with the Quebec Charter of the French Language and regulations adopted there under

Privacy

- Advising clients on compliance with Canada’s privacy laws

Recent Articles

A Healthy Dose of Skepticism From Regulators Leads to a Safe and Effective Dose of COVID-19 Drugs and Vaccines
November 9, 2021

One Person’s Trash is Another Person’s Treasure Part II: The Right to Repair Movement in the United States
September 15, 2021

CASL Compliance isn’t Only for Companies! $75,000 Penalty Imposed on an Individual
April 19, 2021
Don’t Fall Prey to these Common Media Errors & Omissions (E&O) Pitfalls
March 12, 2021

Substantiating Environmental Claims in the Cleantech Industry
March 4, 2021

Regulatory, Advertising & Marketing 2020 Year in Review
February 8, 2021
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