

The Deceptive Marketing Practices Digest

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Mahoney has kept Boston Scientific moving ahead, including with a \$1-billion purchase of Lumenis LTD, an Israeli firm developing and commercializing energy-based medical solutions, with which Boston ...

2021 Power 50: Michael F. Mahoney

Open the week with our ad news roundup led by McCann Madrid's work on a Sandra Delaporte music video for Ikea.

Monday Stir

Solar Energy Markets and Technology ...

deceptive sales practices

A new Dartmouth-led study, published this week in the journal Pediatrics, has found that the disproportionate use of premiums within child-targeted TV advertising for children's fast-food meals is ...

Study finds overemphasis on toy giveaways in TV ads unfairly promotes fast-food to children

Dartmouth College student Hannah Utter, Class of 2021, collaborated with researchers at the Koop Institute and Geisel School of Medicine at Dartmouth to analyze fast-food TV-ads directed at children.

Do You Want Fries with that Toy? A Dartmouth Student Examines Fast-Food Marketing to Kids (video)

Massachusetts sued Publicis Health for contributing to the opioid epidemic with deceptive marketing practices on behalf of Purdue Pharma.

Will Other Ad Agencies Be Sued For Complicity In The Opioid Crisis?

and the American Petroleum Institute for violating New York City's Consumer Protection Law through false advertising and deceptive trade practices," according to a release put out by the Mayor ...

Daily digest: New York sues oil producers, Olafur Eliasson floods a museum, and more

SIR: The growth of digital marketing has come with a concurrent rise in fraudulent dealings and unfair commercial practices in the ... a remedy for falling for deceptive advertisements.

Need for law against deceptive advertisement

The Supreme Court in April decided two consumer protection cases that affect the automotive finance industry: One severely hinders the Federal Trade Commission's ability to seek monetary redress for ...

Supreme Court rulings impact auto finance

The attorney general's office issued a press release Friday stating Taylor filed a lawsuit against opioid manufacturers for allegedly violating the Alaska Unfair Trade Practices Act. The ...

Alaska attorney general sues various opioid manufacturers for alleged deceptive marketing practices

The proposal bans deceptive advertising practices by faith-based institutions accused of handing out misleading information about abortions.

Senate advances bill banning deceptive advertising by faith-based pregnancy centers

In a long-running battle over abortion, the state Senate voted Wednesday for ending deceptive advertising by faith-based crisis pregnancy centers. The emotional issue has caused clashes for the past ...

Connecticut senators vote to block deceptive advertising by crisis pregnancy centers in long-running clash over abortion

Purdue Pharma's reckoning over the company's promotion of OxyContin contributing to an opioid epidemic has spread to the company's marketing partners. Yesterday, Massachusetts Attorney General Maura ...

Publicis Health Facing Lawsuit Over Role in Marketing OxyContin

The U.S. Federal Trade Commission is warning companies they are in violation a new COVID-19-related consumer protection law.

Dallas-based Med-Thrive called out by FTC for 'deceptive' marketing of IV treatment for COVID-19

The Federal Trade Commission (FTC) is sending checks totaling nearly \$50 million to 147,000 former students of the University of Phoenix as part of a settlement over the school's use of deceptive ads.

147,000 University of Phoenix students are being sent direct payments in deceptive advertising settlement

State Senate lawmakers are advancing a bill to make addiction treatment patient brokering a felony, comparing the kickback scheme to human trafficking.

NC lawmakers seek to outlaw unethical addiction treatment practices

The Consumer Financial Protection Bureau (CFPB) today took action against Nationwide Equities Corporation for sending deceptive loan advertisements to hundreds of thousands of older borrowers. The ...

CFPB takes action against reverse mortgage lender for deceptive advertising

New York City filed a lawsuit against Exxon, Shell, BP and the American Petroleum Institute that alleges false advertising and deceptive trade practices. The lawsuit accuses the companies for ...

NYC files lawsuit against oil companies alleging false advertising, deceptive practices

A new Dartmouth-led study, published this week in the journal Pediatrics, has found that the disproportionate use of premiums within child-targeted TV advertising for children's fast-food meals is ...