



Advertising & Marketing Law (Law 712)

Professor Eric Goldman

Spring 2015

Final Exercise

With respect to the attached ad,

- 1) List all of the express and implied messages you think a reasonable consumer would receive.
- 2) Classify each message as puffery/opinion or a fact claim and (where appropriate) briefly explain why you made that classification.
- 3) If you think a message is a fact claim, write one or two sentences giving an example or two of evidence you think would adequately substantiate the claim.
- 4) If you think a message should be revised, explain why and how you might suggest to revise it.

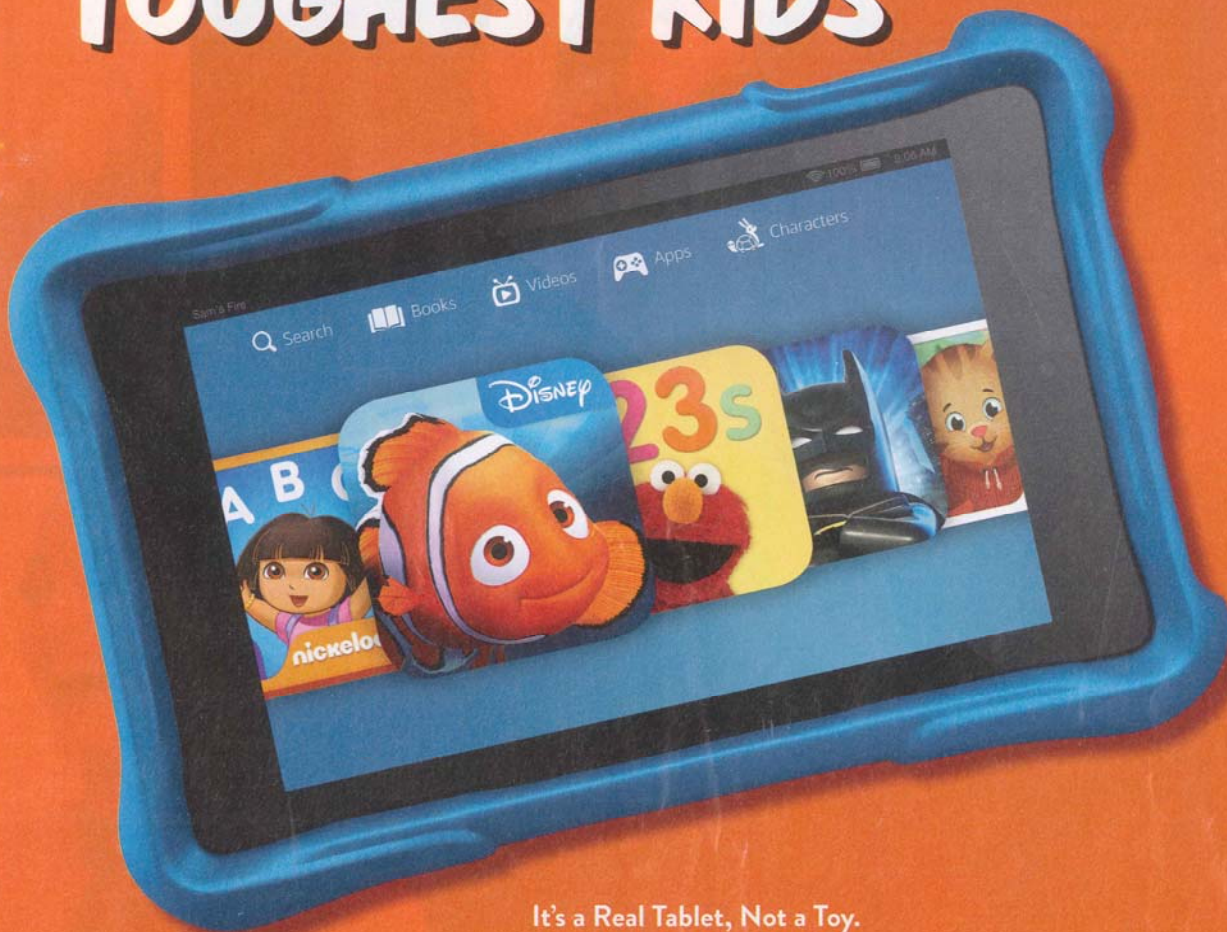
In addition, identify and analyze any other aspects of the ad that you would want to evaluate or investigate before approving the ad's dissemination.

Your answer may not exceed 2,000 words. Indicate your name and word count on your answer. I strongly prefer PDF files.

Upload your answer to Camino at the designated assignment page. Your answer is due by noon Pacific time, May 14, 2015. Late submissions will get an automatic F. NO EXCUSES. Please don't wait until the last minute.

Thanks for a great semester! Please keep in touch.

BUILT FOR EVEN THE TOUGHEST KIDS



fire HD Kids Edition

It's a Real Tablet, Not a Toy.

Kids love tablets, but you want peace of mind. Which is why the new Fire HD Kids Edition from Amazon comes with parental controls and access to over 5,000 age-appropriate books, movies, TV shows, educational apps, and games that kids love. And it includes a 2-year worry-free guarantee. So if anything happens, return it and we'll replace it for free—no questions asked.



ALL-NEW FIRE HD WITH
KID-PROOF CASE



1-YEAR OF AMAZON
FREETIME UNLIMITED



2-YEAR WORRY-FREE
GUARANTEE

amazon