

# ACI's 3rd Annual Advertising Claims Substantiation Conference | Advertising Claims 101: The Building Blocks of a Successfully Substantiated Advertising Campaign

On January 28, Aaron Taylor, Davis+Gilbert Advertising + Marketing partner, will speak at the ACI's 3rd annual Advertising Claims Substantiation conference during a session titled, "Advertising Claims 101: The Building Blocks of a Successfully Substantiated Advertising Campaign."

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## Session Overview

Davis+Gilbert has arranged a 10% discount for friends of the firm. To take advantage of the promotional rate, please use the code "S10-817-817L20.S" when registering online.

This session will provide a comprehensive overview of both the content and terminology used to support claim substantiation for product and service advertisements. This pre-conference workshop will provide the foundation for the main conference and will include points of discussion like differentiating between different types of claims, exploring the role of statistics in the claim substantiation process, what evidence is necessary to substantiate a claim and much more.

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## Related People

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