

Consulting for advertising

Are you planning an advertising campaign? Do you want to advertise for yourself and your company in print, on radio, on TV, in film, or online? Would you like to use certain measures such as a sales promotions, direct marketing, or certain forms of advertising such as guerrilla marketing? Before you go public with such advertising measures, we recommend checking the legal reliability of such measures. It makes sense to have legal advice from the start in order to keep any costs for changes to a minimum. Corresponding checks in advance can prevent timely and costly warning notices.

What we offer

We will check for you the legal situation, particularly regarding the adherence to all competition law, brand law, and copyright law questions in connection with your advertising.

We will determine any risks in your advertising communication and show you the solutions on how to avoid these risks or at least minimize them. We are not always trying to keep an eye on the legal situation, but also to maintain the important advertising message for you, to the extent possible, so that the actual purpose of the advertising is not jeopardized.

With risky advertising campaigns, we additionally show the possible legal and financial consequences so that you can consider them and correctly classify them in your decision.

We will be happy to accompany you in the planning of advertising campaigns right from the start. In this manner, you can estimate any risks from the start and consider the legal aspects during the concept phase.

Scope of service

- Examination and assessment of the technical and legal situation
- Risk analysis of the respective advertising campaign
- Consulting and solution proposals for improving the advertising campaigns from a legal perspective

Costs

We normally offer these services to you calculated according to the time spent at a suitable hourly rate. We believe that cost transparency and cost reliability form the basis of successful cooperation. We will be happy to provide you with an estimate of the expected costs and the cost risk before taking the job.