



Marketing and Advertising

Effective marketing: focused, creative, clear.

From creating compliant campaigns to challenging competitor claims, you need the right team.

We are focused. On working with advertisers, agencies, media, and regulators. We blend our experience with deep technical knowledge of regulation, privacy, and intellectual property. We understand the market — including highly regulated sectors like financial services, food, and life sciences.

We are creative. Experience and on-the-ground global knowledge enable us to provide pragmatic, commercially focused insight. Strategic thinking. Innovative campaign development. Constructive copy clearance.

We are clear. From traditional print to social media, emerging platforms, and adtech. From the one-off query to the most complex global campaign. We provide practical, efficient, and easy to understand advice on which you can act quickly.

We are there if things go wrong. Defending you, tackling unfair competitors, responding to regulators.

Hogan Lovells — Get your message through.

Latest thinking and events

[Hogan Lovells Publications](#)

[TMT Horizons 2019](#)

[Blog Post](#)

[The e-consumer in South Africa](#)

Events

Global IP Outlook Webinar Series - From homes to stadiums:
Brand presence in esports

Webinar

Europe and its new Digital Single Market – What's in it for
Asia-based companies?

Hogan Lovells Publications

Episode two: Hong Kong relaxes regulations on product
placement

Hogan Lovells Publications

Connecting Europe - False advertising in life sciences

Key contacts

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Areas of focus

AdTech

Advertising and Copy
Clearance

False Advertising and Unfair
Competition

Personality Rights

Sales Promotions

Sponsorship

Related industries

Consumer

Financial Institutions

Life Sciences and Health
Care
