

## 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](#)

Podcast: Talking the cure

[Hogan Lovells Podcasts](#)

The A Perspective Podcast: Andrew Skipper talks to Lindeka

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*The A Perspective Podcast*

### Webinar

The EU's Digital Services Act package – What you need to know

### Press Releases

Hogan Lovells welcomes the New Year and 25 new partner and 60 new counsel promotions

### Hogan Lovells Podcasts

The A Perspective Podcast: Andrew Skipper talks to Rakesh Wah

*The A Perspective Podcast*

### Hogan Lovells Podcasts

The A Perspective Podcast: Andrew Skipper talks to Samaila Zubairu

*The A Perspective Podcast*

## Key contacts

Richard Welfare,  
London

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(WCL),  
Hamburg

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## Areas of focus

AdTech

Advertising and Copy  
Clearance

False Advertising and Unfair  
Competition

Personality Rights

Sales Promotions

Sponsorship

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## Related industries

Consumer

Financial Institutions

Life Sciences and Health  
Care

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