

CHECK the facts / **CLARIFY** the details / **CHALLENGE** like a customer / **CHANGE** where necessary

What is the marketing claim?

What needs to be

CHECKED?

CLARIFIED?

CHALLENGED?

CHANGED?

1. Legally, can we say this?

2. What is the source?

3. How has the evidence been validated?

4. Is the source independent and/or unbiased?

5. Who signed off the wording?

6. Morally, should we say this?

7. What are we potentially overstating?

8. Is this only part of the story?
What is not being mentioned?

9. What could customers be wary of?

10. Are they right to wary?
How can we address this?