

Keeping It Real

By: Jack Greiner on December 21, 2009 on graydon.law

Here's an interesting [article](#) from Advertising Age about the government's rising interest in claims that products are "real." Whatever that means. And that's exactly the problem. What does "real" mean? Does it mean "unprocessed"; "home made"; "fresh not frozen"? The article suggests that the government may step in and attempt to clarify the confusion. And we know how well that usually works. In any event, if you are using "real" in your campaigns, you may want to be real careful going forward.