

Strange Bedfellows - Litigation and Marketing

By: Jack Greiner on January 4, 2010 on graydon.law

Here's an interesting [item](#) from Advertising Age that talks about companies who sue each other for allegedly unfair comparative advertising and then look to incorporate the fight into their marketing campaigns. I've already mentioned the Verizon/AT&T throwdown in a previous post. And the Advertising Age article quotes Dominos CMO Russell Weiner saying that the Dominos [commercial](#) where Dominos CEO Dave Brandon burned the Subway Cease & Desist letter "really catapulted" the marketing campaign for Dominos' toasted subs. The Advertising Age article also contains some very good advice about different methods for contesting unfair advertising. It's worth a read. And given the trend of incorporating legal actions in marketing campaigns, it may be a good idea for the company's lawyers to meet the marketing team!