



Advertising and Promotional Communications in a Mobile World

26 September 2017
Washington, DC

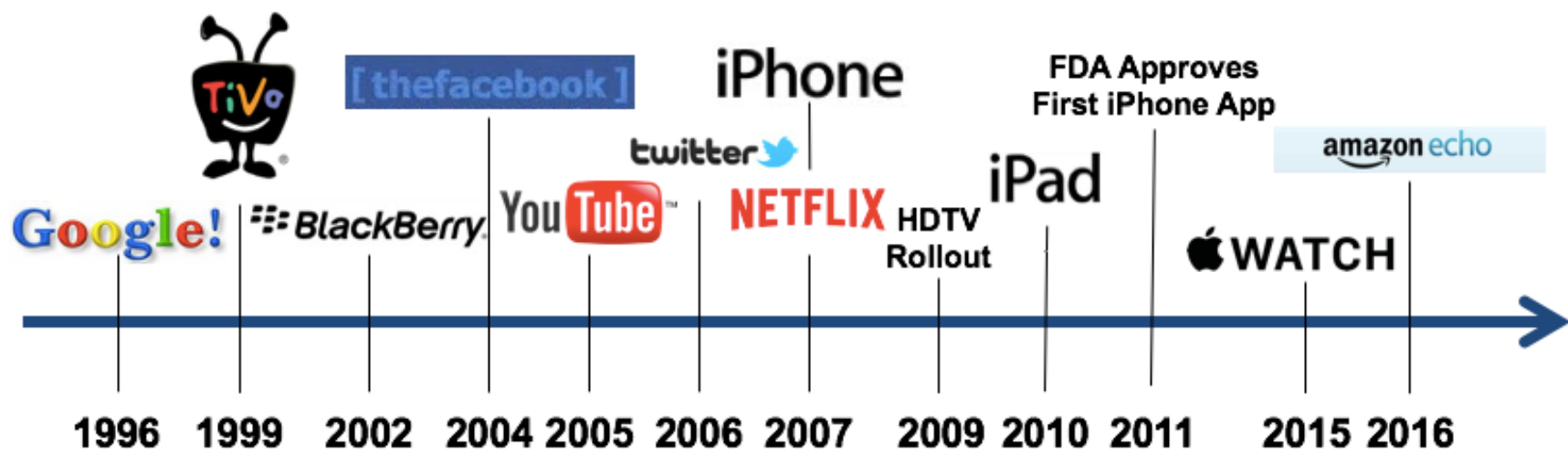
Panel Introductions

- **Richard Cleland**
Assistant Director, Bureau of Consumer Protection, Division of Advertising Practices, Federal Trade Commission
- **Kristi Wolff**
Partner, Kelley Drye & Warren LLP
- **Jason W. Gordon**
Counsel, Reed Smith LLP
- **Dale Cooke**
President, PhillyCooke Consulting

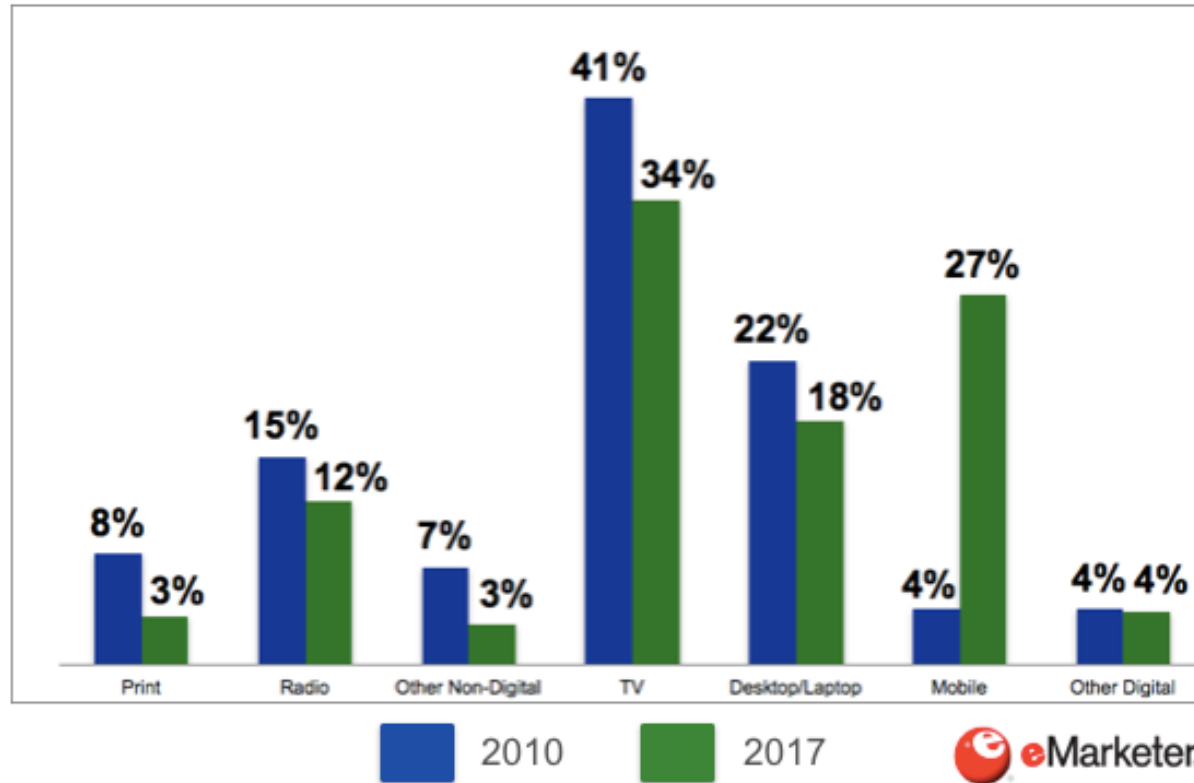
Today's Topics

- Importance, growth, and variety of mobile communications
- FTC considerations on native advertising & influencer issues
- Cross-device tracking
- FDA guidance, NAA decisions, IP and other concerns in social media

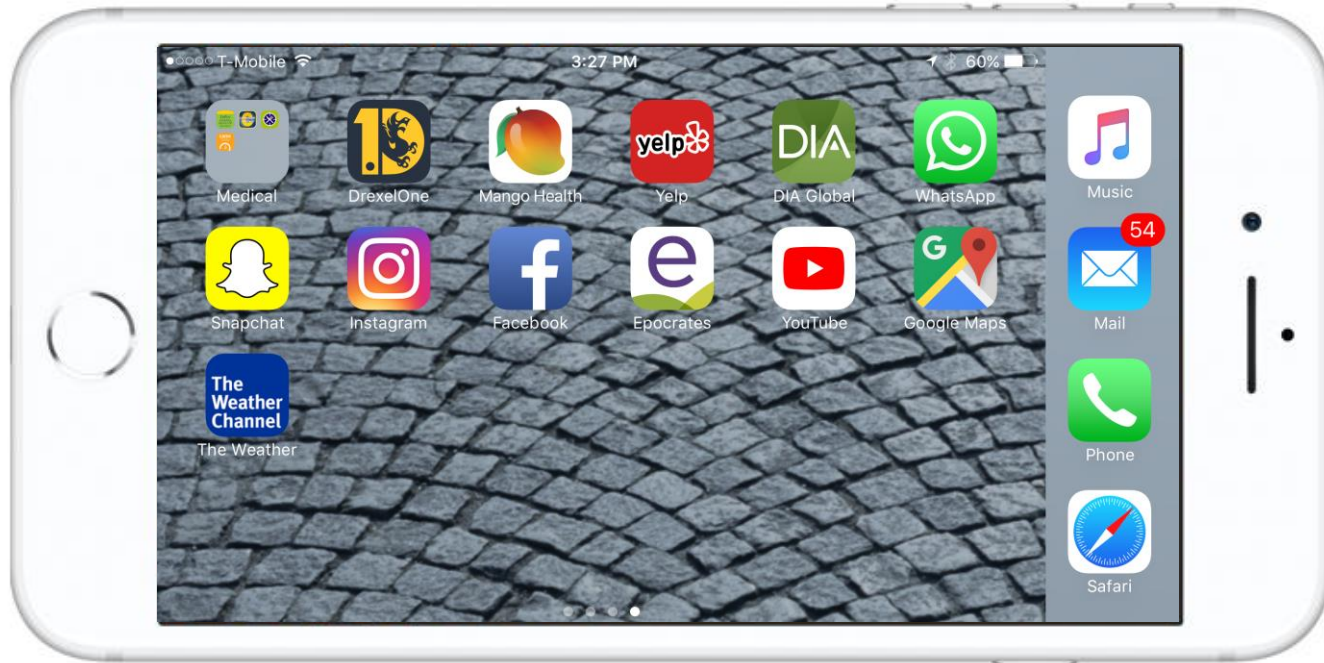




Total Time with Media by Channel



Types of Mobile Communications

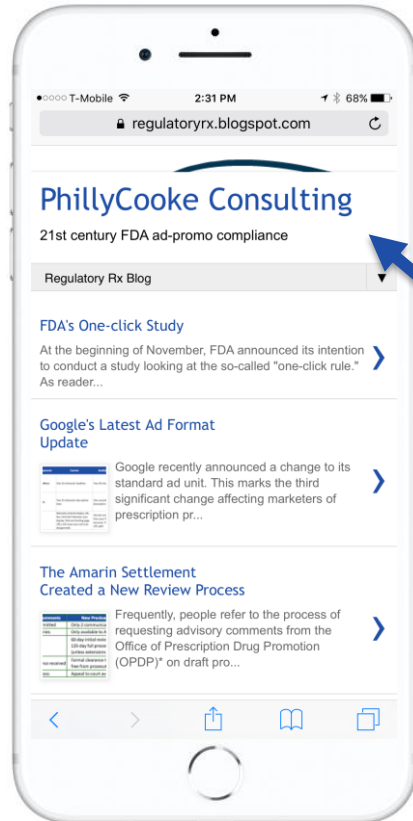


Types of Mobile Communications



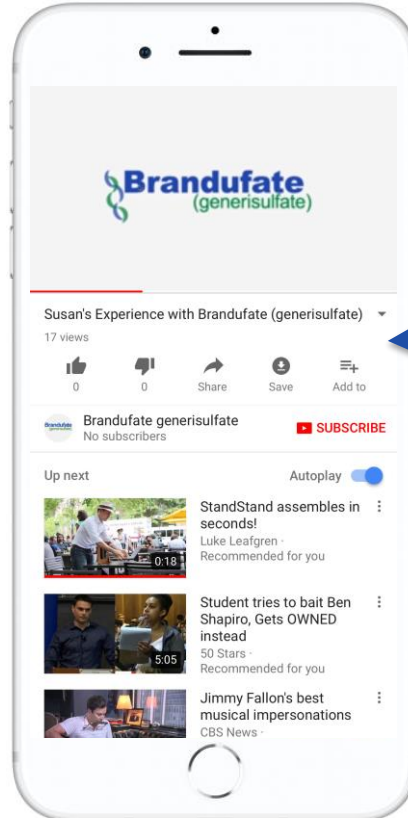
Paid promotional
placement in-app

Types of Mobile Communications



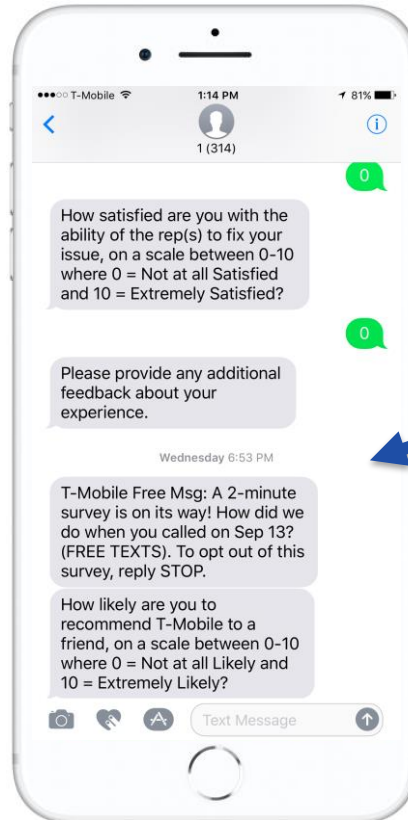
Mobile websites

Types of Mobile Communications



Social media presences

Types of Mobile Communications



Text messaging &
other device capabilities

Contact Information

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