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PERSPECTIVE

Marketing Your Business in Canada: Understanding the laws and risks involved

For business leaders and entrepreneurs, marketing is a powerful tool to build brand awareness, engage customers, increase sales and reach growth objectives. While the benefits of advertising, marketing and sponsorships are significant, there are potential risks. Claims of misleading advertising, misinformation, deceptive marketing or non-compliance can damage an organization's brand and reputation.

With the latest edition of its guide *Marketing Your Business in Canada: Understanding the Laws and Risks Involved*, [BLG's Advertising & Marketing Group](#) provides essential guidance for all organizations, large and small, marketing their goods or services in Canada. Depending on the nature of the goods or their planned activities, organizations need to comply with various laws and regulations relating to anti-spam legislation, competition, consumer protection, intellectual property, packaging and labeling, language and privacy. The guide also covers specific legislation pertaining to the sale of recreational-use cannabis in Canada.

Services: [Advertising & Marketing](#)

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