

Press Release: WOMMA Commends FTC: Commission Responds to Commercial Alert, Declines to Regulate Buzz Marketing




Chicago, December 11, 2006 -- The Word of Mouth Marketing Association applauds the Federal Trade Commission's response to the complaint filed by Commercial Alert in October 2005 urging that government regulate companies engaged in buzz marketing practices. WOMMA had urged the FTC to understand the distinctions between buzz marketing, which is a legitimate marketing tactic and strategy, and stealth marketing, a practice we strongly condemn and oppose. We are delighted therefore that the FTC decided not to recommend formal action in this matter and with its determination that serious offenses will be evaluated on a case-by-case basis, and its encouragement of the interested public to continue to submit information regarding instances of abuse.

Lastly, WOMMA again calls on responsible companies, consumer advocacy groups, and the interested public to join in our fight for ethical word of mouth marketing standards and practices, and to oppose those who violate such standards.

WOMMA and its members are committed to building a profession that is based on ethical practices. Our new Practical Ethics program gives companies tools to prevent unethical marketing practices before they start. It empowers companies to embrace ethical word of mouth marketing tactics, and avoid unethical ones, all while educating employees, vendors, and customers. Learn more at www.womma.org/ethics.htm.

About WOMMA

WOMMA is the official trade association for the word of mouth marketing industry. Our more than 300 corporate members are committed to building a prosperous word of mouth marketing profession based on best practices, measurable ROI, and ethical leadership. Learn more about us at www.womma.org.

 December 11, 2006 | [Share This!](#)  |  Email to a friend
