

Advertisers push the limits

NEWSWATCH: The number of complaints relating to print advertising has increased this year, according to research released by the Advertising Standards Authority of SA, and the reason, believes Andrew Papadopoulos, trade mark associate at intellectual property law firm DM Kisch, is that some advertisers are taking a riskier approach in their advertising campaigns in a bid to reach their audience, reports *Business Day*.



For more:

- *Business Day*: [Print advertising complaints rise...](#) It seems some advertisers are pushing the envelope - and their luck - in their attempts to reach their target audiences.

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