

ATLASGROEP

15 april 2026

MOON

LEGAL & COMPLIANCE

RECLAMERECHT

Marloes Meddens-Bakker
Joep Meddens



MOON
LEGAL & COMPLIANCE

Höcker
ADVOCATEN



ACHTERGROND

- Reclame werkt
- Bescherming op basis van product
- Bescherming op basis van doelgroep



CHUPA CHUPS COMMERCIAL, TV COMMERCIAL, RECLAM

Jamies portfolio



Watch on YouTube

The ^{sustainable} Power
of 1dd **Onbrez**



NIEUW
bij COPD

Nieuw ^{Eenmaaldaags}
onbrez[®]
breezhaler[®]
indacaterol inhalatiepoeder

Info: [®] Samenwerking van de productiekennissen



Heineken | The Night is Young

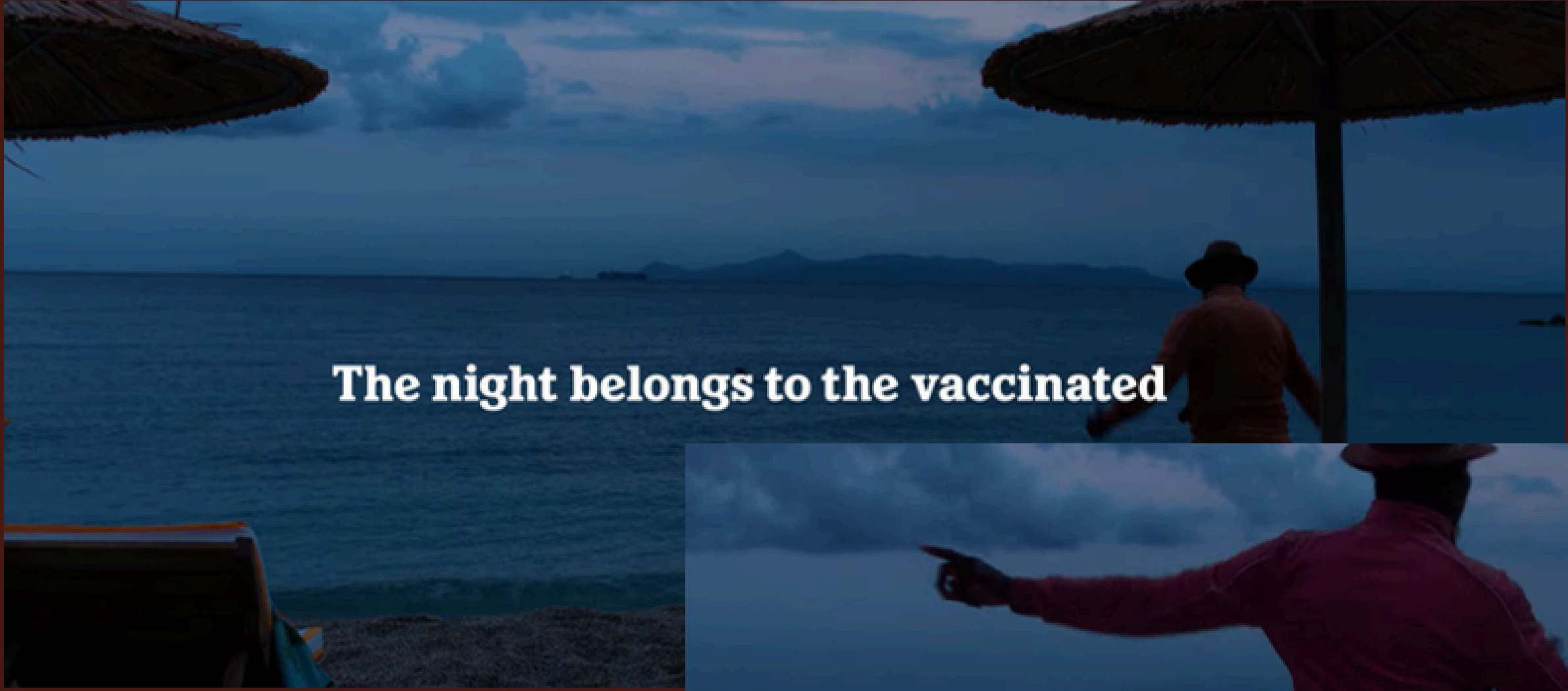
Heineken



The Night is Young

Watch on YouTube

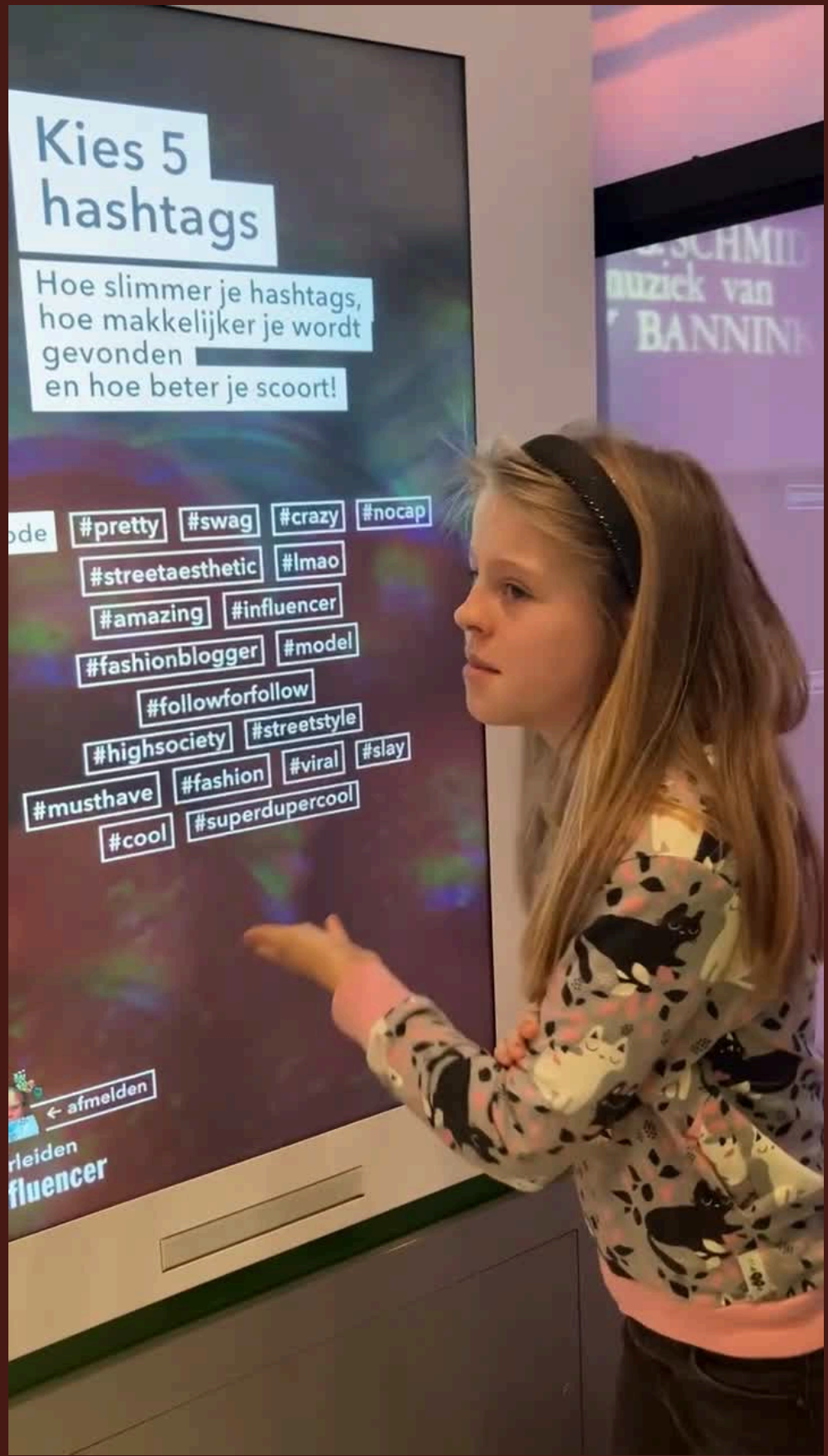




The night belongs to the vaccinated



Time to join them.





Dit is een Groene Kool!
HAK Groenten



Watch on  YouTube



Afspelen K

Met groen geteeld bedoelen we gecertificeerd volgens het keurmerk On the way to PlanetProof. www.hak.nl/groenekeuken









He's one of the busiest men in town. While his door may say *Office Hours 2 to 4*, he's actually on call 24 hours a day.

The doctor is a scientist, a diplomat, and a friendly sympathetic human being all in one, no matter how long and hard his schedule.

According to a recent Nationwide survey:

MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE

DOCTORS in every branch of medicine—113,597 in all—were queried in this nationwide study of cigarette preference. Three leading research organizations made the survey. The gist of the query was—What cigarette do you smoke, Doctor?

The brand named most was Camel!

The rich, full flavor and cool mildness of Camel's superb blend of costlier tobaccos seem to have the same appeal to the smoking tastes of doctors as to millions of other smokers. If you are a Camel smoker, this preference among doctors will hardly surprise you. If you're not—well, try Camels now.



Your "T-Zone" Will Tell You...

T for Taste . . .
T for Throat . . .
 that's your proving ground for any cigarette. See if Camels don't suit your "T-Zone" to a "T."

R. J. REYNOLDS
 TOBACCO COMPANY
 WASHINGTON, D. C.

CAMELS *Costlier Tobaccos*





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