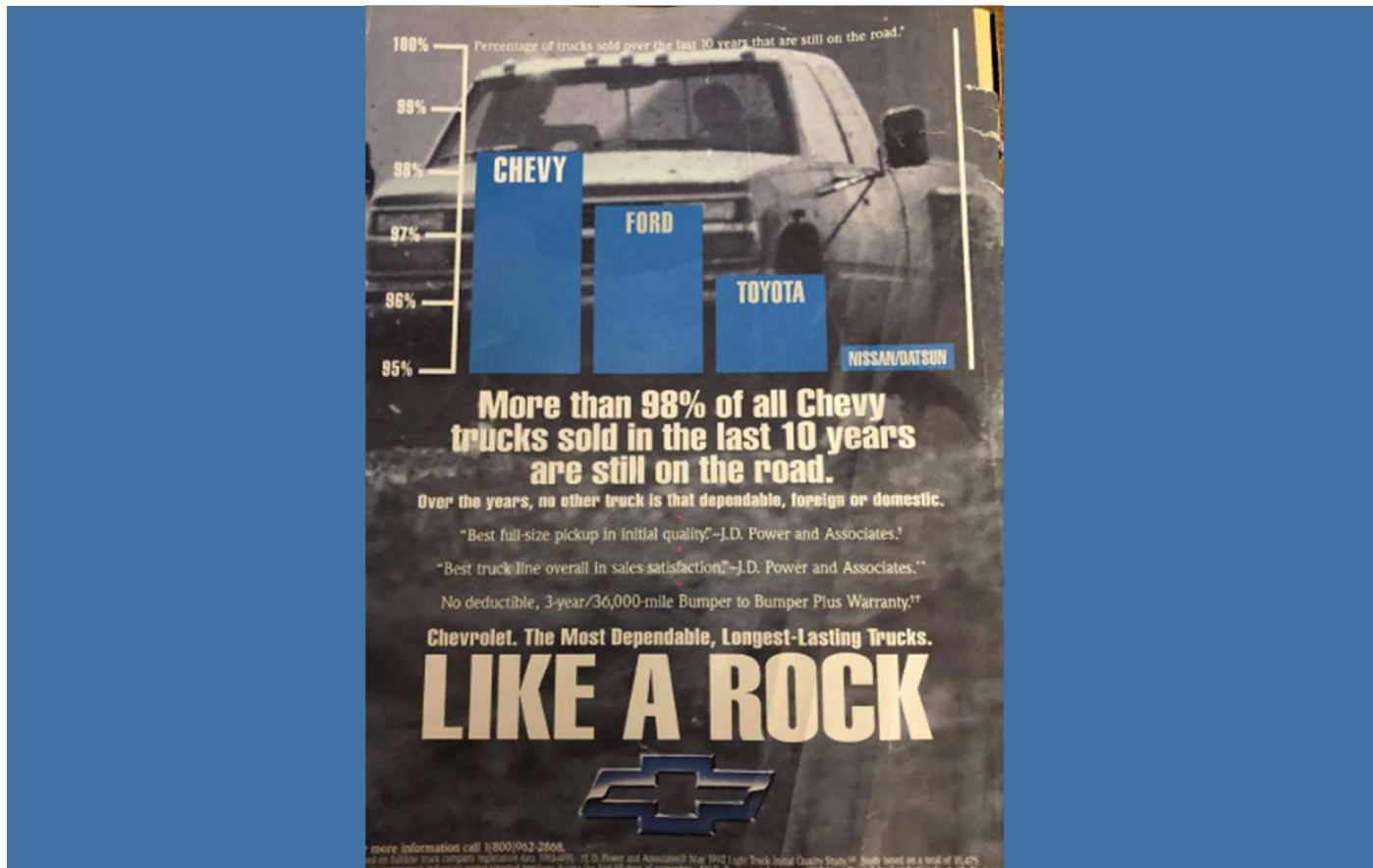
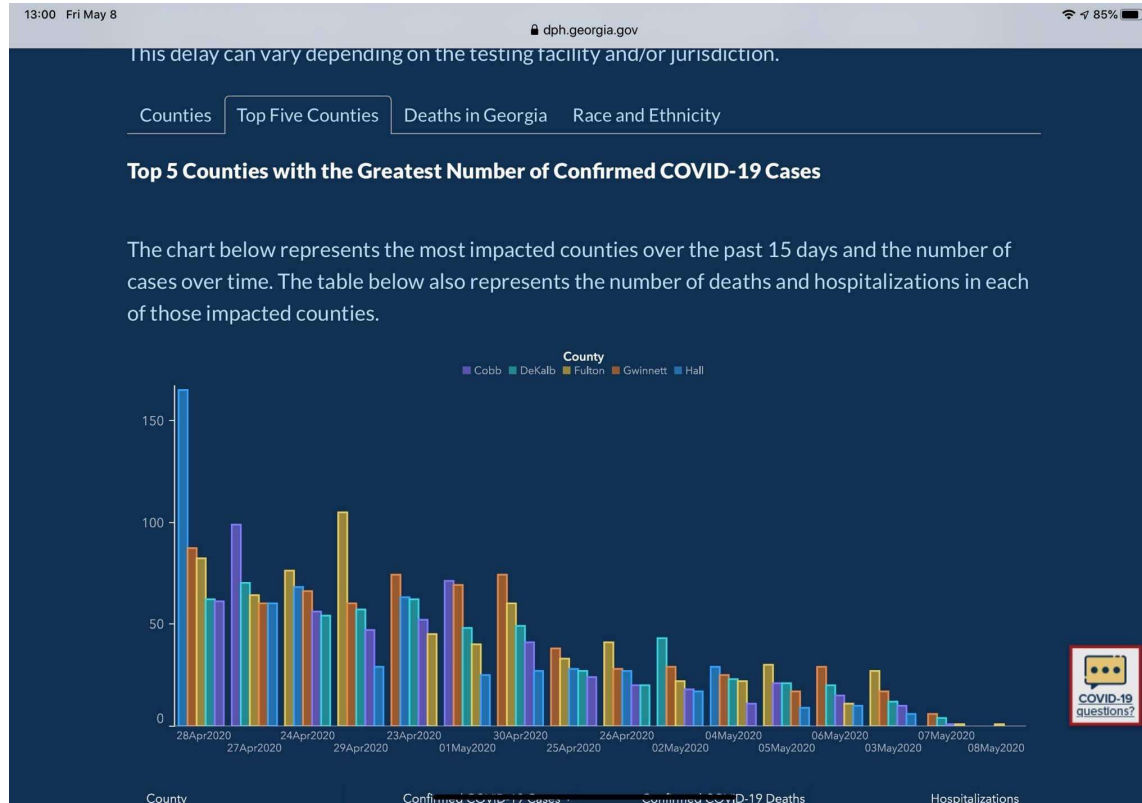


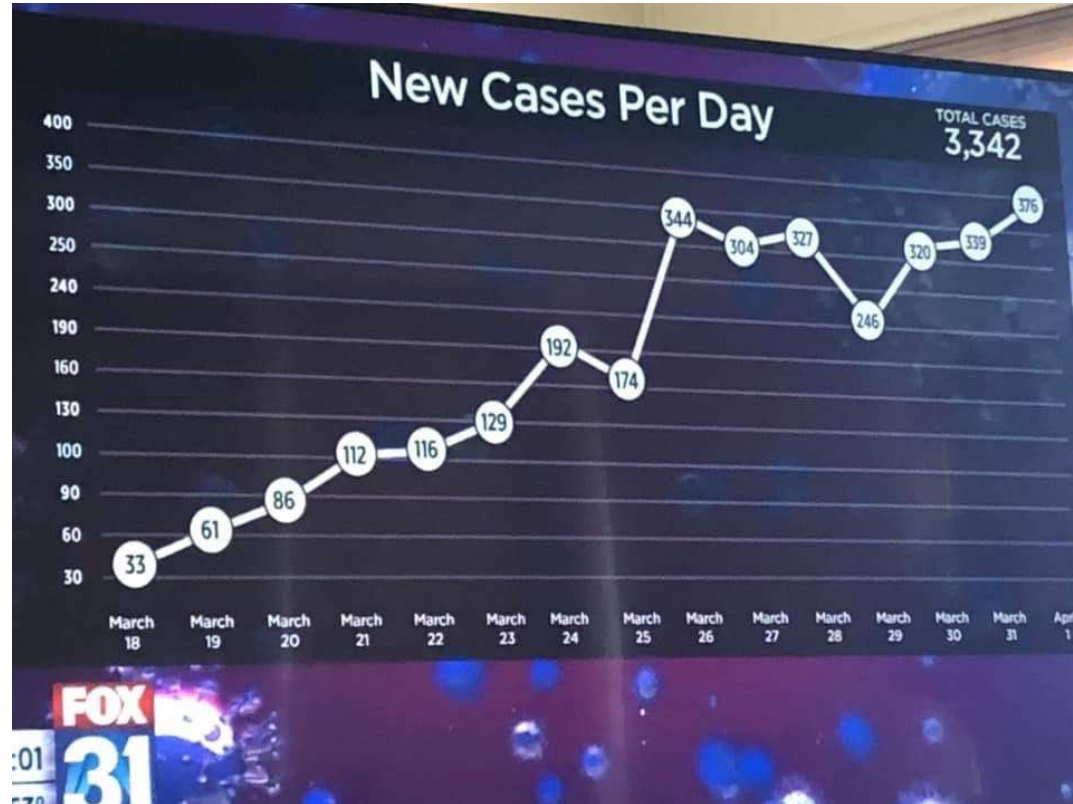
The Truck Ad (Chevrolet, 1992)



The Vanishing Outbreak (Georgia DPH, May 2020)



New Cases Per Day (cable news, April 2020)



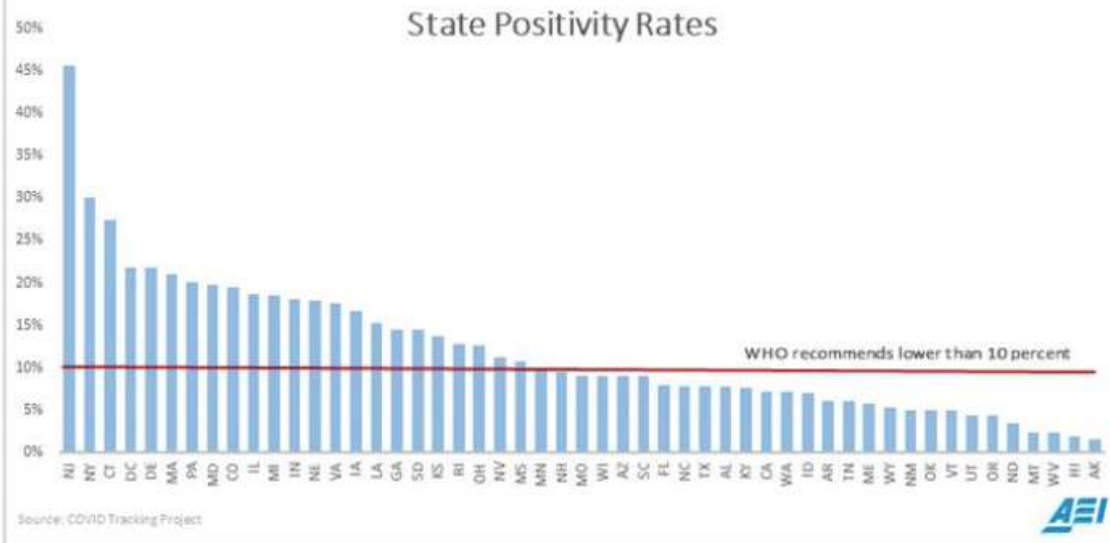
The 178% Pie (Boston TV, 2020)



'Positivity Rates Declining' (shared April 2020)

Scott Gottlieb, MD @ScottGottliebMD

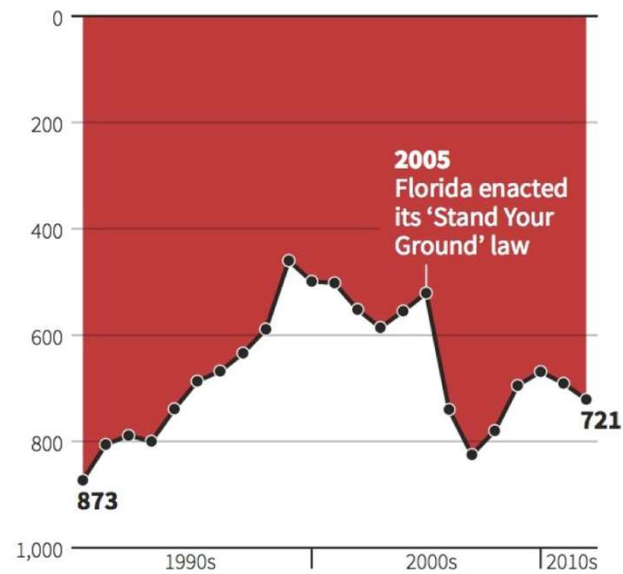
Positivity rates declining in many states as covid19 testing expands nationally.



Gun Deaths in Florida (news graphic, 2014)

Gun deaths in Florida

Number of murders committed using firearms

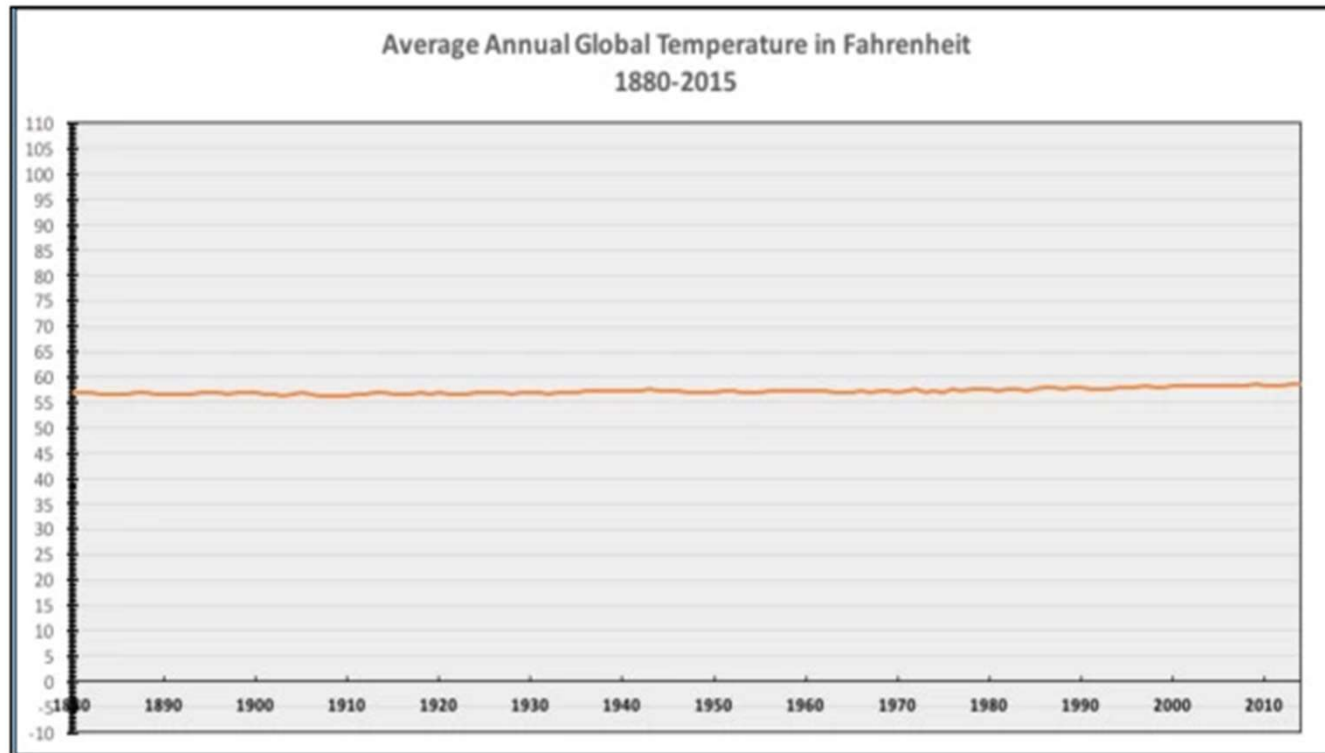


Source: Florida Department of Law Enforcement

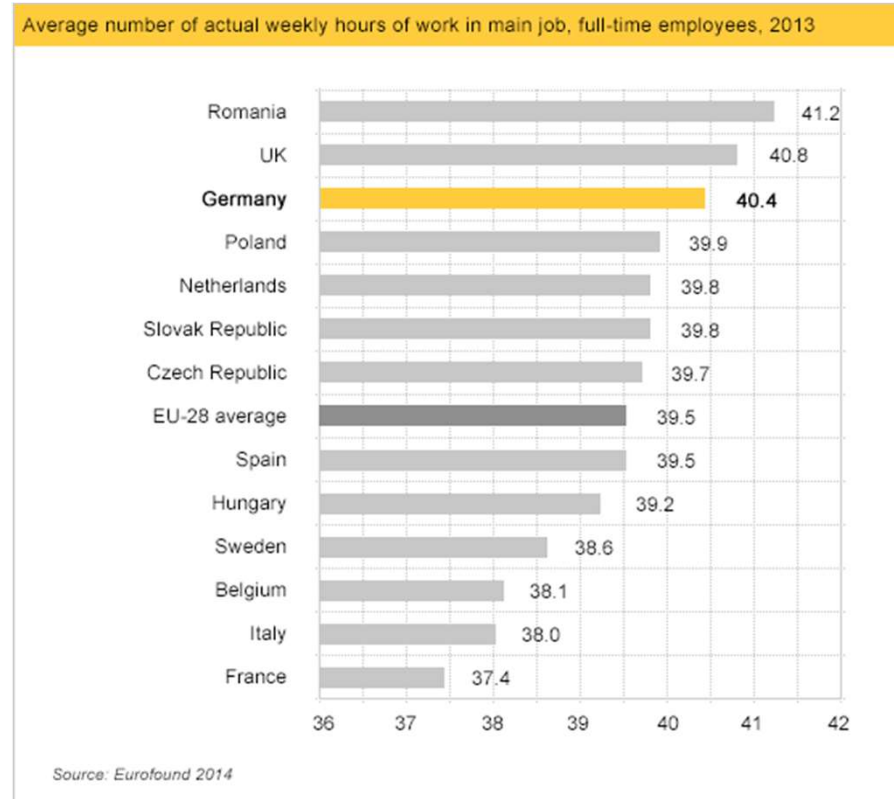
C. Chan 16/02/2014

REUTERS

The Flattest Warming on Record (Dec 2015)



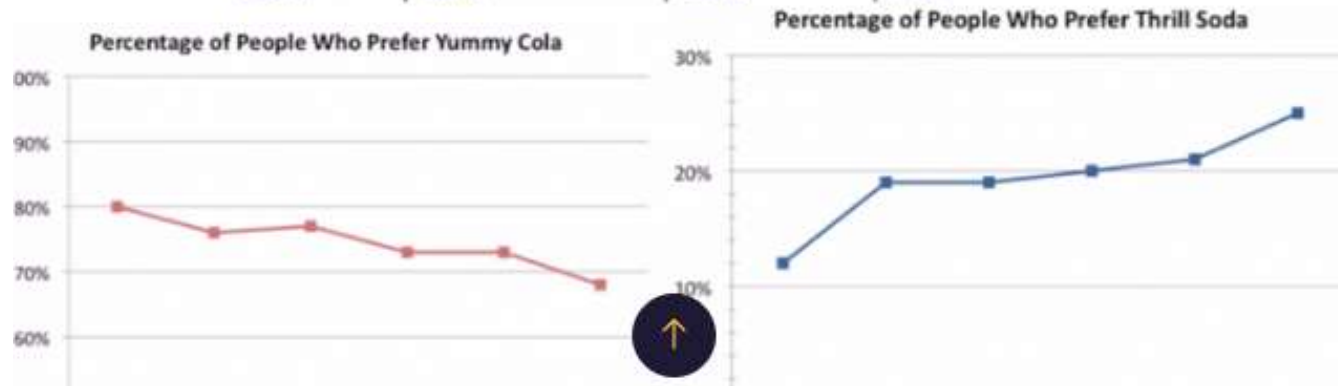
Germany Works Hardest (trade agency graphic)



What is misleading here? Who benefits? How would you fix it?

Two Graphs, One Truth (cola survey)

Year	% of respondents who prefer Yummy Cola	% of respondents who prefer Thrill Soda	% of respondents who have no preference
2006	80%	12%	8%
2007	76%	19%	5%
2008	77%	19%	4%
2009	73%	20%	7%
2010	73%	21%	6%
2011	68%	25%	7%



What is misleading here? Who benefits? How would you fix it?

When Companies Got Caught

Kellogg (2009): "clinically shown to improve kids' attentiveness by nearly 20%." The study: half the kids did not improve at all; about 1 in 9 improved by 20%+. Claim barred by the FTC.

Skechers Shape-ups (2012): "clinically proven" to tone and burn calories. \$40 million in refunds. One "study" was run by a chiropractor married to a Skechers executive.

Dannon Activia (2010): "clinically proven" digestive benefits. \$45 million settlement.

Red Bull (2014): performance claims settled for about \$13 million. Yes, really.

Misleading data is not just bad style. It has a price tag.

'80% of Dentists Recommend Colgate'

The ad implied: 80% of dentists pick Colgate over every other brand.

What the survey actually did: dentists listed ALL the brands they would recommend. Most named several. Competing brands were recommended almost as often.

The ruling (UK Advertising Standards Authority, 2007): claim is misleading. Pull the ad.

So how can EVERY brand be recommended by 9 out of 10 dentists? Now you know.

