

MARKETING CLAIM

LEGALLY,
can we
say this?

MORALLY,
should we
say this?

What is
the source?

What are we
potentially
overstating?

What needs to be ...

CHECKED?

How has
this been
validated?

Is this only part
of the story?
Are missing
anything out?

CLARIFIED?

Is the source
independent
(unbiased)?

What could
our greenest
customers be
wary of?

CHALLENGED?

Who signed off
the wording?

Are they right
to be wary?

CHANGED?