

## What Is the National Advertising Division (NAD)?

### National Advertising Division (NAD)

As part of the independent, non-profit BBB National Programs, the **National Advertising Division (NAD)** independently evaluates the truth and accuracy of national advertising. It also works to increase the public's confidence in advertising. NAD assesses a broad scope of ad claims, including those related to product performance, surveys, pricing, and guarantees. NAD responsibilities include:

- monitoring national advertising for truth and accuracy
- investigating complaints about misleading ads
- offering competing advertisers a way to resolve marketing-related disputes

NAD evaluates national advertising, including television, radio, newspaper, magazine, and online advertising, while handling disputes among competing companies. The division encourages businesses and consumers to share information on potentially inaccurate claims made by advertisers, especially claims pertaining to product performance, science, or technical capabilities.

### Related Capabilities

Advertising Litigation