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## CONSUMER REPORTS RESULT FEATURED INSPITE OF BAN



Reckitt Benckiser has been violating Consumer Reports policy that companies must not use its findings in their advertisements. Apart from going scot-free for about a year now where other companies have been urged to stop, RB has found its market share increase dramatically over that of Procter & Gamble. This seems to be a strong incentive for RB to continue utilizing this wrong marketing strategy. Though it is not apparent that Consumer Reports will file for law suit, it does not in any way condone companies that violate its policy.

Read the original article here:

[Reckitt Ads Feature Consumer Reports Results Despite Ban](#)

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