

# CARU® NEWS

For Immediate Release

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## **KRAFT FOODS WORKS WITH CARU IN SELF-REGULATORY FORUM**

*New York, NY – November 17, 2005* - The Children's Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc. is pleased to announce that **Kraft Foods Global, Inc.** (Kraft) has discontinued a Post cereal print advertisement that violated CARU's *Self-Regulatory Guidelines for Children's Advertising* (the *Guidelines*).

CARU, the children's advertising industry's self-regulatory forum, monitors advertising in all media for compliance with its *Guidelines*. CARU found that the Post cereals advertisement, which appeared in the September 2005 edition of *Sports Illustrated for Kids*, focused its attention on the premium, Posttokens, and not the product, Post cereals, in violation of CARU's *Guidelines*.

The advertiser informed CARU that this print advertisement had been placed several months prior to its work with CARU on similar issues, and then overlooked. Kraft stated that the advertisement had its last appearance in September 2005. Kraft reiterated its continued commitment to the CARU self-regulatory process and asserted that it would take CARU's concerns into consideration in any future advertising of its products and premiums.

CARU's inquiry was conducted under NAD/NARB/CARU Procedures for Voluntary Self-Regulation of National Advertising. Details of the inquiry, CARU's decision and the advertiser's response will be included in the next NAD/CARU Case Report. Members of the press who wish to see a copy of the decision now should email [lbean@narc.bbb.org](mailto:lbean@narc.bbb.org).

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The National Advertising Review Council (NARC) was formed in 1971 by the Association of National Advertisers, Inc. (ANA), the American Association of Advertising Agencies, Inc. (AAAA), the American Advertising Federation, Inc. (AAF), and the Council of Better Business Bureaus, Inc. (CBBB). Its purpose is to foster truth and accuracy in national advertising through voluntary self-regulation. NARC is the body that establishes the policies and procedures for the CBBB's National Advertising Division (NAD), the Children's Advertising Review Unit (CARU), and the National Advertising Review Board (NARB).

NAD and CARU are the investigative arms of the advertising industry's voluntary self-regulation program. Their casework results from competitive challenges from other advertisers, and also from self-monitoring traditional and new media, including the Internet. The National Advertising Review Board (NARB), the appeals body, is a peer group from which ad-hoc panels are selected to adjudicate those cases that are not resolved at the NAD/CARU level. This unique, self-regulatory system is funded entirely by the business community; CARU is financed by the children's advertising industry, while NAD/NARB's sole source of funding is derived from membership fees paid to the Council of Better Business Bureaus.

