

CARU NEWS

For Immediate Release

Contact: Elizabeth Lascoutx
212.705.0123

BURGER KING SHOWS ITS COMMITMENT TO KIDS

New York, NY – March 14, 2005 – The Children’s Advertising Review Unit of the Council of Better Business Bureaus (CARU), the children’s advertising industry’s self-regulatory forum, is pleased to announce that in response to CARU’s concerns, **BURGER KING®** (BURGER KING) has committed that future advertising for the *Kids Meal* will show the range of food options available. In addition, BURGER KING has modified its Kids Meal Website to also feature food options in order to comply with CARU’s *Self-Regulatory Guidelines for Children’s Advertising*.

A television commercial entitled “*Chomp Chomp Chomp & Away*” for BURGER KING’S *Kids Meal* was brought to CARU’s attention through its routine monitoring. After reviewing the commercial and the Website, CARU was concerned that children viewing the advertisements would be confused about what entrées and side orders make-up a Kids Meal at BURGER KING. The referenced commercial featured the double cheeseburger entree in the shot of its *Kids Meal*, despite the option of other foods such as a single hamburger, cheeseburger, and 6- or 4-piece Chicken Tenders. CARU’s *Guidelines*, in the section “Product Presentation and Claims,” states, in part,

6. What is included and excluded in the initial purchase should be clearly established.

CARU had similar concerns with the *Kids Meal* section of the BURGER KING Website, <http://www.bk.com/BigKids/index.aspx>. The Webpage featured a photo of a *Kids Meal* with a Double Cheeseburger, Fries and a Coke, again making it appear that this combination of foods is the only option for the *Kids Meal*. Only if a child happened to place his or her mouse on the photo of the Double Cheeseburger or on the text “Great Food” and double clicked on it was he or she was linked to a page which provided all of the options available with a *Kids Meal*.

In response to CARU’s concerns, BURGER KING stated that in the future, advertising for the *Kids Meal* will show the range of food options available (i.e. Single Burger, 6 Piece Chicken Tender, Apple Sauce, Milk, Apple Juice, etc.) and “if applicable,” specifically highlight the lower-calorie food product or products. BURGER KING also modified the *Kids Meal* section of the BURGER KING Website to provide children with a clear idea of all of the food options that are offered.

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 elascoutx@caru.bbb.org. ###

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.