

# CARU NEWS

For Immediate Release

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## **WRIGLEY SUPPORTS CARU BY AGREEING TO PROMINENTLY DISCLOSE FREE MEANS OF ENTRY**

*New York, NY – August 17, 2005* - The Children's Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., the children's advertising industry's self-regulatory forum, is pleased to announce that **Wm. Wrigley Jr. Company** (Wrigley) has agreed to take into account CARU's recommendations to better comply with the guidelines on sweepstakes disclosures in future advertisements.

CARU, which monitors advertisements directed to children for compliance with its *Self-Regulatory Guidelines for Children's Advertising* (the *Guidelines*), found that a Bubble Tape sweepstakes advertisement, which appeared in the May 2005 issue of *Nickelodeon* magazine, did not explain how to enter without making a purchase clearly or prominently enough for a child to understand. CARU determined that the directions on entering the contest for free should be similar in size to statements such as "Look Inside Specially Marked Packs ... to See If You're A Winner!."

In its statement, the advertiser said that it believed it had complied with the intention of CARU's *Guidelines*. The advertiser noted that, although the advertising in question has run its course, it will take CARU's specific recommendations regarding prominent disclosures into consideration as it develops future ads directed to children.

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 or general public who wish to view a copy of the decision, please contact Linda Bean, Director, Communication, at 212-705-0129, or at [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.