

# CARU® NEWS

For Immediate Release

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## **KRAFT WORKS WITH CARU TO ADD PROMINENT WEBSITE DISCLOSURE OF PURCHASE REQUIREMENT FOR CONTEST ELIGIBILITY**

*New York, NY – November 10, 2005* – The Children’s Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc. (CBBB), is pleased to announce that Kraft Foods (Kraft) has agreed to add a prominent disclosure to its Website promotions home page that proofs of purchase are required for entry into Kraft’s “Cheesiest Kid in America 2005” Contest.

CARU, the children’s advertising industry’s self-regulatory forum, monitors advertisements directed to children for compliance with its *Self-Regulatory Guidelines for Children’s Advertising* (the *Guidelines*.) CARU initially found that Kraft’s television commercial for its “Cheesiest Kid in America 2005” Contest contained inadequate disclosure of the fact that three proofs of purchase were required to enter the contest. Throughout the commercial, various video supers appeared along the bottom of the screen in light type, including the disclosure: “Purchase of three products required except AZ and VT.” Contrary to the recommendations of CARU’s *Guidelines*, no audio super accompanied this disclosure.

Kraft supports the self-regulatory process and worked cooperatively with CARU on this matter. The advertiser informed CARU that the commercial had ended its scheduled airing, and committed to review upcoming television ads for future promotions more closely to ensure the use of audio disclosures for material terms. Kraft also immediately modified its Website to prominently disclose the contest eligibility purchase requirement on its promotions home page.

CARU’s inquiry was conducted under NAD/CARU/NARB 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.

For a copy of the decision or for press inquiries, please contact Linda Bean, Director of Communications, 212-705-0129.

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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.