

# CARU® NEWS

For Immediate Release

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## **KELLOGG COMPANY SUPPORTS CARU BY DISCONTINUING ADVERTISEMENT**

*New York, NY – November 1, 2005* - The Children's Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., is pleased to announce that the **Kellogg Company** (Kellogg) has discontinued a print advertisement for its cereals that might confuse children as to what is being advertised.

CARU, the children's advertising industry's self-regulatory forum, monitors children's advertisements for compliance with its *Self-Regulatory Guidelines for Children's Advertising* (the *Guidelines*). CARU found that the advertisement, which appeared in several children's magazines, including the September 2005 edition of *Sports Illustrated for Kids*, focused its attention on the premium, secret codes to be used on Disney's *Virtual Magic Kingdom Website*, and not the product, Kellogg cereals, in violation of CARU's *Guidelines*.

The advertiser informed CARU that its primary intent was to introduce children to its partner Disney's Website, *Virtual Magic Kingdom*, and its own "*Conquer the Sea Game*" at Kellogg's Website. Although the Kellogg print ad will run through the November 2005 issues of several popular children's magazines, Kellogg has discontinued any future placements of this advertisement. Kellogg further stated that it will take CARU's concerns into consideration as it plans future ads.

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.

For a copy of the decision, please contact Linda Bean at 212-705-0129, or by email 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.