

CARU NEWS

For Immediate Release

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KELLOGG SUPPORTS SELF-REGULATION, AGREEING TO CLARIFY SWEEPSTAKES DISCLOSURES

New York, NY – August 31, 2005 – The Children’s Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc. (CBBB), the children’s advertising industry’s self-regulatory forum, is pleased to announce that the **Kellogg Company** (Kellogg) agreed to take CARU’s views into account when developing and advertising new sweepstakes promotions.

CARU, which monitors advertisements directed to children for compliance with its *Self-Regulatory Guidelines for Children’s Advertising* (the *Guidelines*), found that the *Fruit Twistables* sweepstakes commercial, which aired on the Cartoon Network during children’s viewing time, did not audibly tell children that no purchase was necessary to enter or win the prizes, in violation of CARU’s *Self-Regulatory Guidelines for Children’s Advertising* (the *Guidelines*).

The commercial featured a cartoon character telling children to look inside specially marked packages of the product to find a pouch with a secret Twistable flavor and to go to a Kellogg Website to guess the flavor and win prizes. No audio could be heard telling children that no purchase was necessary to enter or win, as required by the *Guidelines*. CARU believes that children viewing the commercial, many of whom cannot yet read, would believe that they must purchase the product in order to enter and win the sweepstake, when that was not the case.

Kellogg worked cooperatively with CARU on this matter. The advertiser informed CARU that the commercial had ended its scheduled airing, that it had used a super stating that no purchase was necessary, that it has no intention of running it again in the future, and that it will “bear in mind these concerns in future advertising and promotional materials.” Kellogg also informed CARU that it had modified its related Website to address CARU’s concerns.

CARU’s inquiry was conducted under NAD/CARU/NARB Procedures for Voluntary Self-Regulation of National Advertising and resolved within 60 business days. 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 and general public who wish to see a copy of the decision now should email CARU at 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.