

# CARU NEWS

For Immediate Release

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## WRIGLEY COMPANY SUPPORTS CARU

Agrees to Stop Using Certain Advertising Techniques When Marketing Its Juicy Fruit Gum to Children

*New York, NY – March 14, 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 the **Wm. Wrigley Jr. Company** (Wrigley) agreed to stop placing certain print advertisements for its “Twisted Sweet” campaign for Juicy Fruit gum in magazines targeting children because they could mislead children. The advertisements had appeared in *Disney Adventures* magazine. The advertiser also agreed to stop running a television commercial on Websites that targeted children.

Two print advertisements appeared to consist of two advertisements each: one for Juicy Fruit Twisted (on top), and on the bottom, one for a new boy band and one for a new movie. The bottom advertisement refers children to a Website for either the boy band ([www.luvboiseboys.com](http://www.luvboiseboys.com)) or the movie ([www.lambzilla.com](http://www.lambzilla.com)). Actually, both advertisements on each of the two pages are for Juicy Fruit gum. When a child goes to either of the Websites, she is taken to a Website, not for the band or for a movie, but for Juicy Fruit gum and its “Twisted Fruit” campaign. CARU believed that children would not understand the use of humor and would be misled. In addition, the commercial featured on the Website depicted a medical dummy that comes to life, steals gum and then is chased and killed by a teenager. CARU found that young children could be frightened by that commercial, in violation of its *Self-Regulatory Guidelines for Children’s Advertising*, and Wrigley agreed to insure the commercial would not be targeted to children.

Wrigley worked cooperatively with CARU on this matter. The advertiser stated it was “in the process of reevaluating the target audience for these products, and will modify our advertising accordingly.”

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 who wish to see a copy of the decision now should email CARU at [elascoutx@caru.bbb.org](mailto:elascoutx@caru.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.