

# CARU<sup>®</sup> NEWS

Immediate Release

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## **CARU REVIEWS ADVERTISING FOR ‘AQUAPOD’**

*Concludes Nestle Waters North America Violated CARU Guidelines*

*New York, NY – October 19, 2006* – The Children’s Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., has recommended that Nestle Waters North America, which markets Aquapod bottled water, avoid future advertising that promotes disrespect for parents.

Television and Website advertising for Aquapod came to the attention of CARU, the children’s advertising industry’s self-regulatory forum, through a consumer complaint. The consumer wrote, “As a parent of two small children, I strongly object to this kind of advertising, which undermines my role and responsibilities as a parent to instill values and a work ethic in my children.” Four television commercials appeared during children’s programming and were published at the product’s Website, Aquapod.com.

CARU’s Guidelines and underlying principles recommend that advertising directed to children should, whenever possible, address itself to positive and beneficial social behavior such as kindness, honesty and respect for others and contribute to the parent-child relationship in a constructive manner.

The animated advertisements were similar in theme, featuring a child (or children) who is clearly bored with the conversation or lectures of adults. In each of the advertisements, a child pulls a rope and a giant bottle of Aquapod falls on or sweeps away the boring adult.

“The commercials feature children who do not want to listen to their parents and are unwilling to do what is requested of them,” CARU’s decision states. The solution presented is to physically end the parents’ nagging.

“If these advertisements were directed to adults, they could be seen as very funny,” the decision states. “When directed to young children, however, they promote disrespect for others, especially parents.”

In its response to CARU’s inquiry, the advertiser noted that although it disagreed with CARU’s concerns, it “appreciates the role played by the Children’s Advertising Review Unit and the constructive manner” in which those concerns were raised.

The advertiser informed CARU that “the Nestlé Waters 2006 TV Media Plan for the four commercials has ended,” and that in the future, it would take into account “CARU’s comments and guidelines as it develops future advertising...”

With respect to the airing of the television commercials on the Website, the advertiser assured CARU that they would be removed from the site by Wednesday, September 20, 2006.

***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) and Children's Advertising Review Unit (CARU), as well as for the National Advertising Review Board (NARB) and Electronic Retailing Self-Regulation Program.

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. 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/NARC/NARB's sole source of funding is derived from membership fees paid to the CBBB. Funding for ERSP is derived from membership in the Electronic Retailing Association. For more information about advertising self regulation, please visit [www.narcpartners.org](http://www.narcpartners.org).