

CARU® NEWS

For Immediate Release

Contact: Linda Bean
212.705.0129

QUAKER OATS PARTICIPATES IN CARU SELF-REGULATORY PROCESS

New York, NY – January 18, 2006 –The Children's Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., has recommended Quaker Oats modify advertising for Quaker Oats' Cap'n Crunch's Peanut Butter Crunch (PBC) Cereal. CARU, the children's advertising review forum, was concerned that the commercial implied PBC is nutritionally the same as, if not better than, peanut butter, when such is not the case.

A television commercial for PBC came to CARU's attention through its routine monitoring of child-directed advertising. The advertisement featured Captain Crunch throwing a jar of peanut butter overboard as he states, "Who needs it."

In reaching its decision, CARU's relied upon its *Self-Regulatory Guidelines for Children's Advertising* (the *Guidelines*), specifically the section related to "Comparative Claims," which states in part:

Advertising which compares the advertised product to another product may be difficult for young children to understand and evaluate. Comparative claims should be based on real product advantages that are understandable to the child audience.

CARU relied also on the opinions of two of its academic experts in finding that one reasonable interpretation of this commercial was that PBC is nutritionally the same as, if not better than, peanut butter. CARU found that Quaker did not provide substantiation for that claim.

Quaker, in its advertiser statement, noted that although it is not in total agreement with CARU's interpretation of this advertising, it supports the self-regulatory process and has taken CARU's concerns into consideration as it proceeds with this and its other child-directed advertising.

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.

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).

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. For more information about advertising self regulation, please visit www.narcpartners.org.