

CARU[®] NEWS

Immediate Release

Contact: Linda Bean
212.705.0129

CARU REVIEWS ADVERTISING FOR GENERAL MILLS' 'COOKIE CRISP'

Company Agrees to Modify Broadcast Commercial to Avoid Depicting Over-Consumption

New York, NY – August 23, 2007 – The Children's Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., has recommended that **General Mills**, the maker of the "Cookie Crisp" cereal, modify television advertising for the product to avoid depicting over-consumption. The company has agreed to do so.

Advertising for "Cookie Crisp" came to the attention of CARU, the children's advertising industry's self-regulatory forum, through CARU routine monitoring practices. The commercial in question aired during children's programming.

It opens with the cereal's mascot, "Chip the Wolf," as he describes the cereal and plots to steal the box of Cookie Crisp from children who are sitting at a table, each eating a bowlful of cereal. Chip ultimately drops the box into the arms of the happy children, one of whom adds more cereal to his bowl. The voiceover states "Cookie Crisp, part of this good breakfast, with twelve key vitamins and minerals." The serving size, printed on the label is three-quarters of a cup, or 26 grams.

In response to CARU's inquiry, General Mills said it did not intend to encourage over-consumption of the cereal product. The company reworked the commercial to remove the footage showing a child adding more cereal to his bowl.

General Mills, in its advertiser's statement, said the company "is a long-term supporter of CARU's mission and appreciates the opportunity to participate in CARU's self-regulatory process. As discussed above, upon learning of CARU's concerns ... General Mills promptly revised the television advertisement to remove the animation sequence at issue."

CARU's inquiry was conducted under NAD/CARU/NARB Procedures for the Voluntary Self-Regulation of National Advertising. Details of the initial inquiry, CARU's decision, and the advertiser's response will be included in the next NAD/CARU Case Report.

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About advertising self-regulation: 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 the Electronic Retailing Self-Regulation Program (ERSP).

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. ERSP's funding is derived from membership in the Electronic Retailing Association. For more information about advertising self regulation, please visit www.narcpartners.org.