

CARU[®] NEWS

Immediate Release

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FISHER-PRICE PARTICIPATES IN CARU FORUM *CARU Recommends Company Modify Commercial for 'Dora' Playset*

New York, NY – May 08, 2007 – The Children’s Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., has recommended that Fisher Price, Inc., marketer of the “Dora, The Explorer” line of toys, modify broadcast advertising for “Dora’s Travel & Pony Care Trailer” to assure that children aren’t misled about what is included with the initial purchase.

Advertising for the playset came to the attention of CARU, the children’s advertising industry’s self-regulatory forum, through CARU’s routine monitoring of advertising directed to children. The commercial aired on Nick Jr. during children’s programming.

The commercial features young children playing with a Dora doll, a pony and the trailer. The trailer is equipped with a button that, when pressed, generates pony sounds and Dora’s voice, speaking in both Spanish and English. At the close of the commercial, a camera shot displays the items that are included with the product along with a voiceover stating that “other figures and playsets sold separately.”

CARU was initially concerned that the commercials did not adequately inform children that batteries are not included and that assembly is required for the products to function as shown. The advertiser noted in its response that batteries are included with the purchase, although a Website promoting the product had incorrectly stated otherwise.

Further, CARU questioned whether the prominent appearance of the Dora doll in the commercial could potentially lead children to believe the doll was included as part of the initial purchase.

“The association with the Dora character is the main attraction for this toy and the primary reason children would want to purchase the product. Dora’s prominence in the commercial, along with the name and sound effects of the toy all could lead a child to reasonably take away the message that the Dora figure is included in the purchase,” CARU’s decision states.

CARU recommended the advertiser modify the commercial to include the audio disclosure “Dora and other figures sold separately.”

Fisher-Price, in its advertiser’s statement, took issue with CARU’s recommendation, noting that the commercial “clearly tells the child audience what specific items are

included, and is consistent with longstanding industry disclosure practice on character-related playsets and accessories.”

“However, this commercial has ended its run and Fisher-Price will not run it again. Fisher-Price is a strong supporter of CARU, appreciates the opportunity to participate in the self-regulatory process, and will always remain sensitive to CARU’s concerns,” the company said.

For a copy of the decision or for press inquiries, please contact Linda Bean, Director of Communications, 212-705-0129.

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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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.