

CARU® NEWS

Immediate Release

Contact: Linda Bean
212.705.0129

CARU REVIEWS SWEEPSTAKES ADVERTISING FOR CAMPBELL

New York, NY – May 23, 2008 – The Children’s Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., has determined that a sweepstakes offer from the **Campbell Soup Company** required a disclosure of the free means of entry.

Television advertising for Campbell’s “Rule the Park” Sweepstakes came to the attention of CARU through CARU’s routine monitoring of advertising directed to children under 12. The promotion aired during children’s programming.

The sweepstakes advertisement stated that one winner and three friends would be brought to Universal Orlando Resort Park, Orlando, Florida. The commercial contained an onscreen disclosure which stated: “No Purchase Necessary, kids 6-15 only. For free code and rules go to myslurp.com. Ends 3/17/08. Trip must be taken by 8/08 on dates specified by Universal Orlando. Void Where Prohibited. 1 Will Win. Restrictions apply.”

CARU was concerned with whether the disclosures in the commercial adequately communicated the alternate means of entry to young children.

Campbell Soup informed CARU that its “Rule the Park” sweepstakes was permanently discontinued and that it had no plans to use it in the future. The advertiser further stated that this television promotion did not reflect its current policy for disclosures for an alternate means of entry.

The advertiser advised CARU that in-house miscommunications led to the “inadvertent omission of the audio disclosure in this spot.” As part of its response, Campbell Soup provided a television advertisement similar to the “Rule the Park” promotion. Campbell Soup noted, for example, that its “Souper Star Hawaii” sweepstakes, which it ran in 2007, was an accurate reflection of the company’s policy on disclosures and disclaimers. This advertisement contained a prominent voiceover that clearly stated the alternate means of entry and where to find the entry information, as well as a graphic disclosure.

CARU was satisfied with the action taken by the advertiser in permanently discontinuing the commercial. CARU was also satisfied with the advertiser’s assurances regarding its current policy of including both audio and graphic disclosures in television advertising directed to children.

The company, in its advertiser’s statement, said it “thanks CARU for bringing this matter to our attention and appreciates the care with which CARU monitors the marketplace to help industry maintain a high standard of responsible communication to children.”

###

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.

About Advertising Industry 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 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. Funding for ERSP is derived from membership fees paid to the Electronic Retailing Association. For more information about advertising self regulation, please visit www.narcpartners.org.