

For Immediate Release

## **CARU REVIEWS ADVERTISING FOR PINNACLE'S 'MRS. BUTTERWORTH'S'**

*New York, NY – June 8, 2009* – The Children's Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., has determined that television advertising for Mrs. Butterworth's Syrup, marketed by Pinnacle Foods Group, LLC, did not violate the CARU guidelines by displaying the over-consumption of food. CARU further determined, however, that sweepstakes advertising did not adequately disclose the likelihood of winning.

The advertising in question 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 during children's programming.

The commercial featured a young boy sitting at a breakfast table discussing the rich taste of Mrs. Butterworth's syrup with an animated bottle of the product. Mrs. Butterworth exclaims that her syrup is "thick, buttery but still sweet." The commercial then, via split screen, demonstrates the thickness of Mrs. Butterworth's syrup by pouring Mrs. Butterworth's syrup and another brand over a stack of five pancakes.

The next segment of the commercial described a sweepstakes. A voiceover announced that children may enter at [www.WheresMrsButterworth.com](http://www.WheresMrsButterworth.com) for a chance to win one grand prize of a Nickelodeon Cruise. The commercial closed with a shot of the boy enthusiastically saying, "Sweet!"

CARU questioned whether the portion size featured in the split-screen segment of the advertising would encourage over-consumption. CARU's Guidelines state that the amount of product featured in a commercial "should not be excessive or more than would be reasonable to acquire, use or consume by a person in the situation depicted."

Following its review of the split-screen comparison within the context of the commercial, CARU determined that the depiction of the pancakes – in isolation and without the presence of the child – did not violate the Guidelines.

CARU further determined, however, that the sweepstakes disclosure did not adequately communicate to a child audience the likelihood of winning the contest. CARU's Guidelines suggest that language such as "Many will enter, one will win," help indicate to children their chances of winning a sweepstakes prize.

In its advertiser's statement, Pinnacle took issue with CARU's decision, stating that the "likelihood of winning as well as the prize are described in a meaningful way to children by the single phrase used in the commercial."

The company noted that it would take "CARU's comments into account in future child-directed sweepstakes advertising."

**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 Industry Self-Regulation:** The National Advertising Review Council (NARC) was formed in 1971. NARC establishes the policies and procedures for the National Advertising Division (NAD) of the Council of Better Business Bureaus, the CBBB's Children's Advertising Review Unit (CARU), the National Advertising Review Board (NARB) and the Electronic Retailing Self-Regulation Program (ERSP). The NARC Board of Directors is composed of representatives of the American Advertising Federation, Inc. (AAF), American Association of Advertising Agencies, Inc., (AAAA), the Association of National Advertisers, Inc. (ANA), Council of Better Business Bureaus, Inc. (CBBB), Direct Marketing Association (DMA), Electronic Retailing Association (ERA) and Interactive Advertising Bureau (IAB). Its purpose is to foster truth and accuracy in national advertising through voluntary self-regulation.

NAD, CARU and ERSP 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. NARB, the appeals body, is a peer group from which ad-hoc panels are selected to adjudicate NAD/CARU 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 industry self-regulation, please visit [www.narcpartners.org](http://www.narcpartners.org).