

For Immediate Release

## **CARU FINDS COMPUTER-GENERATED IMAGERY IN JAKKS 'FLY WHEELS' ADVERTISING DOES NOT MISLEAD CONSUMERS**

*Recommends Advertiser Modify Commercial to Better Depict Adult Supervision*

*New York, NY – August 10, 2009* – The Children's Advertising Review Unit of the Council of Better Business Bureaus (CARU) has determined that computer-generated imagery (CGI) in television advertising for Jakks Pacific "FlyWheels 2.0," does not mislead child viewers. CARU has recommended, however, that the advertiser modify the commercial to better depict adult supervision.

The advertising at issue came to the attention of CARU, the children's advertising industry's self-regulatory forum, through its routine monitoring practices.

The 30-second commercial opens with a shot of the product, which is composed of a base handle, a launch cord and a wheel. A child holds the handle and pulls the launch cord, sending the wheel flying through the air. The commercial features sequences of children in different environments playing with the products; in a street, in a field, and on a racetrack, using a stunt ramp to make the toy jump over a car, a truck and an airplane. As the wheels fly over each vehicle, a blue computer generated image marks the trail each toy travels. A small, white video super flashes on the screen each time the graphic is shown, which states "Simulated Trail Graphic."

What appears to be an adult is shown briefly standing behind the children in three shots and there is a quick audio disclosure at the end of the commercial, which states "Adult supervision required."

Upon its initial inquiry, CARU questioned whether children could be misled as to the toy's performance capabilities because the advertisement features CGI and whether the advertisement adequately depicted adult supervision.

Following its review, CARU determined that the CGI featured in the commercial served as a visual aid to focus viewers' attention on the toy and would not mislead children as to the toy's performance capabilities.

CARU further determined, however, that the advertisement did not adequately depict adult supervision. CARU noted in its decision that the toy is capable of flying at high speeds and, depending on where it is aimed, could easily hit a child and cause injury. CARU noted that the federal Consumer Product Safety Commission has determined that flying toys are the cause of the second highest number of injuries to young children.

JAKKS Pacific, in its advertiser's statement, said it was "glad that CARU agrees that JAKKS did not in any way mislead children with our use of computer-generated imagery in our FlyWheels 2.0 commercial."

The company said that it disagreed with CARU's findings regarding the depiction of adult supervision, but will "continue to develop and refine our rigorous commercial development review process in conformance with (CARU's) Principles and Guidelines ... ."

###

*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](http://www.narcpartners.org).