

For Immediate Release

CARU RECOMMENDS SPIN MASTER MODIFY COMMERCIAL TO AVOID IMPLICATION THAT DOLLS MOVE ON THEIR OWN

New York, NY – April 22, 2010 –The Children’s Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., has recommended that Spin Master discontinue broadcast advertising for the company’s “Liv Dolls,” or modify the advertising to better disclose that the dolls do not move on their own.

Television advertising for the products 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 60-second commercial opened with a quick shot of five teenage girls smiling and laughing. The next scene showed four Liv dolls in a static shot in front of what appeared to be a school, followed by a shot of the dolls in a school hallway as they moved and turned their heads and bodies. In following scenes, dolls are depicted styling hair, skateboarding, posing for a camera, shopping, dancing, doing yoga and strumming a guitar. The voice over stated that “they’ve got moves you’ve never seen before.”

In all of the scenes the background for the dolls was shown in live action but special effects were used to make it appear that the people in the background and the locations in the footage are the same size as the dolls.

CARU was concerned that children viewing the commercial would take away the impression that the dolls could perform certain movements without assistance.

The advertiser argued that there is a hand or part of a hand shown manipulating the doll in the sequences of the commercial where the dolls are shown holding and moving drinks, shopping, and strumming a guitar.

After reviewing the evidence in the record and the net impression of the advertisement, CARU concluded that one reasonable take away message conveyed to children was that the dolls could move without assistance. CARU recommended the advertiser discontinue the advertising or modify the advertising to better depict the need for manipulation.

In its advertiser’s statement, Spin Master said that while it does not “necessarily agree with CARU’s conclusions, it will take CARU’s guidelines and recommendations into consideration in future advertisements.”

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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. 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 primary 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.