

For Immediate Release

**CARU RECOMMENDS SPANGLER REVISE 'DUM DUM' WEBSITE  
TO CLEARLY DISCLOSE THAT GAMES, ACTIVITIES ARE ADVERTISING;  
COMPANY AGREES TO DO SO**

*New York, NY – Dec. 17, 2010* –The Children’s Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., has recommended that Spangler Candy, the maker of Dum Dum Pops, revise the Website [www.dumdumps.com](http://www.dumdumps.com) to assure that advertising content is clearly labeled.

The broadcast advertising at issue 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 site featured Dum Dum Pops-themed games, activities, downloadable wallpapers, screensavers and videos. The site also featured two interactive games – Flavor Frenzy and Flavor Factory – which integrated Dum Dum Pops into the activity of the game.

The Website also offers a section entitled “Printable Activities,” which included several activities for children that could be printed and completed, including coloring pages, mazes, follow the dots and a word search. Each activity page was branded with the Dum Dum Pops name and iconic drummer.

CARU’s guidelines on the blurring of advertising and editorial content state in part that “if an advertiser integrates an advertisement into the content of a game or activity, then the advertiser should make clear, in a manner that will be easily understood by the intended audience, that it is an advertisement.”

CARU questioned whether children would understand that the games and activities on the Website promote the sale of Dum Dum lollipops and therefore should be clearly denoted as advertising under the CARU guidelines.

In arriving at its decision, CARU noted that the games were on a commercial Website, that they prominently featured cartoon pictures of Dum Dum Pops and the Dum Dum drummer and that the pops and drummer were used as tools in playing the games.

In response to CARU’s inquiry, Spangler maintained that it does not believe that the games and activities are perceived as advertisements by the general public. However, the company agreed to include on the game activity pages a statement which reads” This game and advertisement is sponsored by Dum Dum Pops.”

Spangler, its advertiser’s statement, said it “accepts CARU’s decision in its entirety and agrees to modify its advertising.”

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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 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).