

The Children's Advertising Review Unit

Elizabeth Lascoutx
Director, CARU
VP, CBBB, Inc.



Guidelines

- Truth & Accuracy, and much more
- Underlying Principles address:
 - Developing cognitive abilities
 - Appropriateness
 - Pro-social behavior/Role modeling



Guidelines

- Input from:
 - Academic Advisors
 - Broader industry/experts
 - Revisions - final approval from NARC

Guidelines Applied to Food Advertising

- “Copy, sound and visual presentations should not mislead children about product or performance characteristics. ... includ[ing] ... nutritional benefits.”
- “What is included and excluded in the initial purchase should be clearly established.”



Guidelines

“Comparative claims should be based on real product advantages that are understandable to the child audience.”

“The amount of product featured should be within reasonable levels for the situation depicted.”



Guidelines

"Representations of food products should be made so as to encourage sound use of the product with a view toward healthy development of the child and development of good nutritional practices."



Guidelines

“Snack foods should be clearly represented as such, and not as substitutes for meals.”

“Advertisements representing mealtime should clearly and adequately depict the role of the product within the framework of a balanced diet.”



Effectiveness

- Monitors 1,000 commercials, in addition to print, radio & websites, each month
- 2003-present:
 - 255 ads/Websites
 - 11 substantiated
 - 243 modified/discontinued
 - 1 referred to government
 - 97% compliance rate

