

Advertising Standards Canada

09-10
annual report



TRUTH IN ADVERTISING MATTERS



Advertising Standards Canada
Les normes canadiennes de la publicité

2009-2010 Highlights

- **Published** the Year One Compliance Report for the Canadian Children's Food and Beverage Advertising Initiative demonstrating that participants fulfilled their commitments and exceeded the original program requirements.
- **Collaborated** with government and industry to develop a new Interpretation Guideline to the *Canadian Code of Advertising Standards* pertaining to Motor Vehicle Advertising.
- **Received** 1,228 consumer complaints in 2009, an increase of 9.7 per cent from 2008.
- **Launched** new websites for ASC and for ASC Clearance Services, enhancing and expanding online content and strengthening functionality to support online clearance submissions.
- **Released** ASC Clearance Services' new Children's Broadcast Advertising Clearance Guide to assist advertisers, agencies and broadcasters to develop compliant commercials that recognize and respect the special characteristics of the children's audience.
- **Executed** an ambitious program of ASC Clearance Services educational workshops and seminars spanning key areas of advertising clearance including cosmetic, drug, food and children's advertising.
- **Updated** the ASC *Trade Dispute Procedure*, the confidential procedure for competitive disputes about advertising.

Contents

| | |
|---|----|
| Truth in Advertising Matters | 3 |
| Fostering Confidence in Advertising: Consumer Awareness | 4 |
| 2009 Consumer Complaints Summary | 6 |
| ASC Clearance Services: Facilitating Regulatory Compliance | 7 |
| The Canadian Children's Food and Beverage Advertising Initiative: Expanding Commitments | 8 |
| 2009/2010 Board of Directors | 9 |
| Strength in Members | 10 |
| Self-Regulation: Upholding Advertising Standards | 12 |

Truth in Advertising Matters

Over the past year, Advertising Standards Canada (ASC) worked diligently to deliver on our fundamental mission and mandate — promoting effective and responsible advertising self-regulation. In an environment characterized by global economic challenges and societal pressure for more regulation, we made strides in strengthening our industry’s self-regulatory framework, working in partnership with our industry and listening to consumers.

We are gratified by the progress we made on a number of fronts during the year. Of particular note were the successful development of the new Interpretation Guideline to the *Canadian Code of Advertising Standards re Motor Vehicle Advertising* and the progress made on the Canadian Children’s Food and Beverage Advertising Initiative (CAI). These two initiatives are hallmarks of our robust and responsive self-regulatory framework. While sector specific, both of these initiatives exemplify our industry working in partnership for self-determination and underscore the importance of maintaining an overall environment where self-regulation can flourish.

In this era of consumer scepticism, we have embarked on the development of a new public awareness campaign to capture the attention of consumers, profile our industry’s commitment to truthful advertising and to increase knowledge of ASC. Community confidence in advertising requires a constant effort to build awareness about self-regulation and to demonstrate that our industry is aligned with consumer values. Featured in this report, and ready for mid 2010 launch, the new PSA campaign

reinforces the core value and importance of truth in advertising across society. We extend our appreciation to ASC’s PSA sub-committee members for their guidance and insights, and to the team at Cossette for their generous donation of time and talent.

As we reflect upon the accomplishments of the past twelve months, we are grateful for the opportunity to partner and work together with the many people who contribute to ASC. From the volunteers serving on our councils and committees, to our Board of Directors and to our staff, your hands-on-involvement and ongoing support of ASC is appreciated and tremendously valued. Together with our committed members and industry partners, your collective commitment and energy ensures that advertising self-regulation remains alive and well in Canada today.

Truth in advertising is more than an aspiration. It is a fundamental principle embraced by ethical and responsible companies. It is vital to the integrity of our industry and the foundation of advertising industry self-regulation. Importantly, it is the profound expectation of Canadian consumers. Simply stated, truth in advertising matters. ■



Randy Otto
2009/2010 Chair of the Board



Linda J. Nagel
President and CEO

“Together with our colleagues across the industry, ASC’s work over the past year highlights that responsible advertising self-regulation results from a partnership forged for the common purpose of building public confidence in advertising.”

Fostering Confidence in Advertising: Consumer Awareness

We know that consumer trust in advertising increases with the knowledge of ASC, the *Canadian Code of Advertising Standards*, and the consumer complaints mechanism. Always mindful of this key insight, ASC continues to reach out and communicate with Canadians. Our new Public Service Announcement (PSA) is ready to launch, and its key message – “Truth in Advertising Matters” – captures the essence of our fundamental beliefs and mandate.

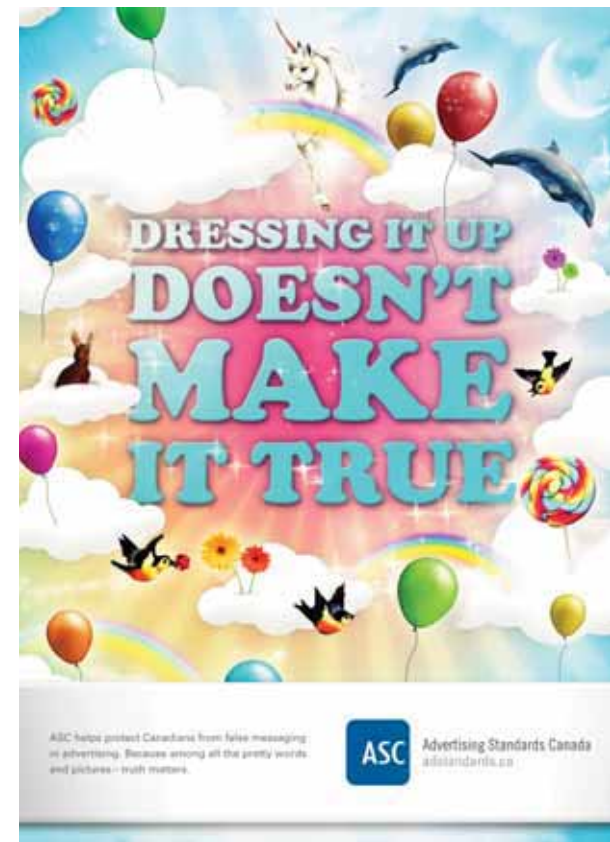
Looking Back

Over the past decade, ASC has launched four national PSA campaigns. Our two most recent out-of-home PSAs are featured on this page.

Together, these two campaigns have enjoyed a record-setting volume of insertions, airings and postings, and continue to appear in out-of-home media, on television and radio, and in print publications across the country. Through the generosity of our media partners, ASC has received over \$4 million in media contributions since 2006.

2010 and Beyond

Consumers and ASC members alike agree that awareness of the industry’s commitment to responsible advertising standards builds public confidence. But communicating this complex concept is no small task. To help us meet this challenge, ASC called upon its Board of Directors, striking a PSA subcommittee with the following members: Marianne Lauzon, L’Oreal Canada Inc.; Sandy Macleod, Toronto Star; Patrick Dickinson, The Bay; and Brett Marchand, Cossette Inc. With this expertise in hand, ASC was delighted to join forces with Cossette as its creative partner, with the team at Cossette generously donating its time and talent for this important initiative.



Far Left: ASC’s 2006 print PSA execution

Left: ASC’s 2008 out-of-home PSA promotes public awareness of the *Canadian Code of Advertising Standards*

Right: ASC’s 2010 print PSA execution



Fresh and straightforward, our new campaign stands out for its clarity of message, well suited for our current environment of text messages and sound bites.

In developing the theme for the PSA, both Cossette and the subcommittee recognized that in this age of scepticism, it was critical for ASC to clearly communicate industry's commitment to advertising that is truthful, fair and accurate. Their strategy was to create engaging PSAs with a strong call to action to inspire consumers to want to learn more.

Cossette's challenge was to distill this rather complex concept into a simple, yet memorable message. And the resulting copy line — "Truth in Advertising Matters" — delivers on all fronts.

Truth in Advertising Matters

"*Truth in Advertising Matters*" is getting ready to launch in mid 2010. Fresh and straightforward, our new campaign stands out for its clarity of message. This short and simple copy line is well suited for our current environment of text messaging and sound bites.

Our first execution, "*Dressing it up Doesn't Make it True*," speaks to our industry's commitment to responsible standards for truthful advertising - simply and elegantly.

With unprecedented competition for consumer attention in today's 'ad space,' we can't rely upon a PSA alone to fully communicate the basics of advertising self-regulation. Therefore,

each execution will include a prompt to drive consumers to ASC's content-rich website to learn more. A new landing page, visually and thematically linked to the PSAs, will allow us to further develop our message and lead consumers to important resources on our website.

With continuing support from our media partners, the new PSA campaign follows a multi-media approach to maximize visibility among Canadian consumers. While our initial thrust will be in out-of-home, online and print media, radio and television executions are being developed as the campaign rolls out over the next six to 12 months.

The launch of a new PSA campaign is a milestone. For our members, our media partners and for ASC, it represents a new opportunity to reach out to Canadian consumers.

"Truth in Advertising Matters" signals a new step forward in our journey to fostering and maintaining public confidence in advertising. ■

"Our creative challenge was to distill the complex elements of the 'Advertising Industry' self-regulation into a simple and clear message. Ultimately, consumers need to know that regardless of the creative approach, truth is paramount. For our industry and as an ASC member, I can't think of a stronger or more important message to build confidence with consumers. ASC's new "Truth in Advertising Matters" PSA campaign will do just that."

Brett Marchand

*President and Chief Operating Officer of Global Operations
Cossette Inc.*



2009 Consumer Complaints Summary

The advertising industry has long recognized that an effective consumer response mechanism is essential to building public confidence in advertising. In keeping with ASC's mandate, we accept and respond to consumers' complaints about advertising appearing in Canadian media. Complaints that raise a potential issue under the *Canadian Code of Advertising Standards (Code)* are reviewed by the national and regional Consumer Response Councils (Councils). The Councils are independent, volunteer bodies comprising senior representatives from the advertising industry and the public. Councils are vital to ensuring that the process for adjudicating consumer complaints is objective, fair and balanced.

2009 Year in Review

In 2009 consumers submitted 1,228 complaints — an increase of 9.7 per cent from 2008. Of the total complaints received, 1,034 complaints met the criteria for acceptance under the *Code*. The balance could not be pursued because they did not fall within the *Code* acceptance criteria. These included complaints in which no specific advertisement was identified, and complaints about advertisements that were no longer current, or did not otherwise meet the *Code* definition of advertising.

Complaints by Code Clause

Of the 1,034 complaints that were pursued, almost all involved concerns relating to the following *Code* clauses:

- Clause 14 (Unacceptable Depictions and Portrayals)
- Clause 1 (Accuracy and Clarity) and Clause 3 (Price Claims)
- Clause 10 (Safety)

Complaints that raised issues under one or more of the *Code* clauses were forwarded to the independent volunteer Councils for adjudication. Councils reviewed 133 complaints and upheld 80 complaints about 56 advertisements.

Overall, while ASC received 109 more complaints in 2009 than in 2008, the Councils found that ten fewer advertisements contravened the *Code* year over year, 56 in 2009 compared to 66 in 2008.

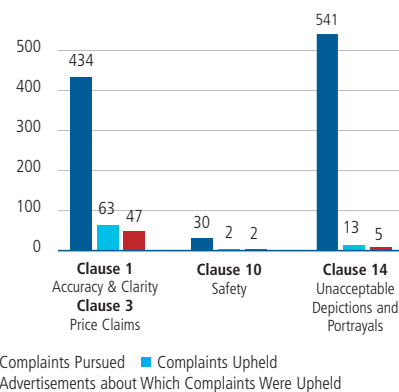
Complaints by Category of Advertising

Food advertising (including advertising by food manufacturers, food retailers and restaurants) generated more complaints than any other category (163). Retail advertising followed with 156 complaints, and 115 complaints were submitted pertaining to advertising by media organizations (including broadcasters, cable companies and radio stations).

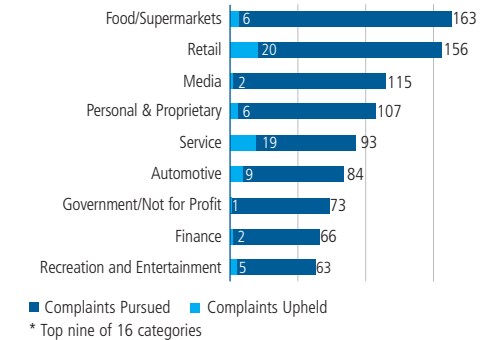
Complaints by Media

As always, advertising on television generated the highest number of complaints by far at 546. Advertising in the out-of-home medium, which includes billboard and transit advertising, received the second highest number of complaints at 182. Advertising on the Internet ranked third based on 172 complaints. ■

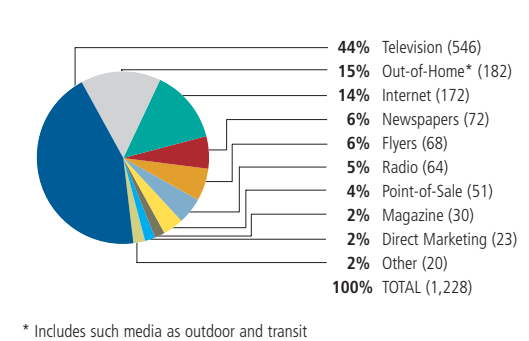
Complaints by Code Clause



Complaints by Category of Advertising*



Complaints by Media



Ad Complaints Report: 2009 Year in Review

Read the full Consumer Complaints Report and snapshot of a decade of consumer complaints.

www.adstandards.com/adcomplaintsreport

The Decade in Review: Changing Consumer Concerns

Marked economic uncertainty and anxiety has characterized society during the past ten years, from the high tech dot-com industry failures early in the decade to the recent global economic downturn and recession. Events throughout the decade contributed to Canadians' concerns and anxiety about their financial security, their personal safety and their families' well-being.

In the first half of the decade consumer complaints often reflected a longing for a gentler society and a desire for advertising to impart positive messages. Consumers' complaints reflected their concerns about what their children were viewing and exposed to in advertising. Frequently cited concerns involved advertisements that consumers alleged depicted aggressive, violent or unsafe behaviour. Concerns about adult-themed advertising in family-oriented mainstream media, such as television and out-of-home, were also continuing themes in consumers' complaints.

In the second half of the decade, with increasing insecurity about finances and employment, consumers became more value-conscious — comparing prices and searching for deals and discounts. During this period, consumers viewed advertising, particularly retail advertising, with a greater critical eye. ASC reviewed more complaints about allegedly misleading advertising under Clause 1 of the *Code* than in the previous five years combined. With the economic climate remaining uncertain for the foreseeable future, it is anticipated that consumer scepticism will continue to grow.

NUMBER OF COMPLAINTS/YEAR TO ASC – 2000-2009

| YEAR | COMPLAINTS | ADS | YEAR | COMPLAINTS | ADS |
|------|------------|-----|------|------------|-----|
| 2000 | 1143 | 815 | 2005 | 1271 | 804 |
| 2001 | 1164 | 815 | 2006 | 1040 | 723 |
| 2002 | 1828 | 780 | 2007 | 1445 | 980 |
| 2003 | 1133 | 715 | 2008 | 1119 | 778 |
| 2004 | 1540 | 860 | 2009 | 1228 | 760 |

ASC Clearance Services: Facilitating Regulatory Compliance

ASC Clearance Services delivers objective, independent advertising copy review and advisory service for industry. Working with advertisers and agencies, ASC Clearance Services facilitates regulatory compliance by ensuring that advertising messages adhere to specific legislation, regulations and guidelines.

Advertising submissions are reviewed by our team of analysts in five regulated categories: alcoholic beverages, children's, consumer drugs, cosmetics, and food.

Alongside our advertising clearance services, we deliver a proactive education and outreach program to keep industry informed of regulatory and legislative changes that affect clearance through workshops and seminars. These sector-specific workshops help advertisers and agencies understand and navigate regulatory requirements that govern their area of advertising. Over the past twelve months, ASC Clearance Services executed one of its most ambitious educational programs, holding seminars and workshops spanning the areas of cosmetic, drug, food and most recently children's advertising. Workshops were held in Toronto and Montreal.

In March 2010, we released our new Children's Broadcast Advertising Clearance Guide to assist advertisers, agencies and broadcasters to develop compliant commercials that recognize and respect the special characteristics of the children's audience. To read or download the Guide, visit our website at www.adstandards.com/clearance ■

Five Clearance Categories

Alcoholic Beverage Advertising

(broadcast, under CRTC Code, plus print and out-of-home in B.C. and Ont. Only)

Consumer Drug Advertising

(broadcast, mass print and other media)

Cosmetic Advertising

(broadcast)

Food and Non-alcoholic Beverage Advertising

(broadcast)

Children's Advertising

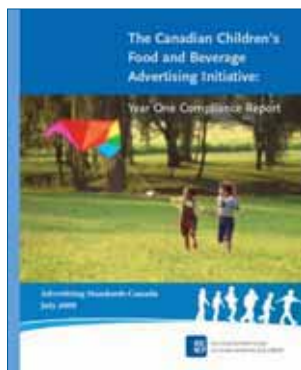
(broadcast, print and other media)



The Canadian Children's Food and Beverage Advertising Initiative: Expanding Commitments

The Canadian Children's Food and Beverage Initiative (CAI) is an important component of Canada's advertising industry self-regulatory landscape. A voluntary initiative of leading Canadian food and beverage companies to change the landscape of children's food and beverage advertising, the CAI has grown and developed since its April 2007 launch. Today, it includes 19 Participants and an expanded set of CAI core principles applying to 100 per cent of each Participant's food and beverage advertising directed to children under twelve years of age.

To ensure that the CAI is transparent and accountable, ASC administers the program on behalf of the Participants. In July 2009, ASC published *The Canadian Children's Food and Beverage Advertising Initiative: Year One Compliance Report* detailing the progress made by Participants in meeting their CAI commitments.



Reporting on 2008, the inaugural year of the program, the Report concluded that all of the participating companies fulfilled or exceeded their program commitments. ASC is currently completing its 2009 evaluation and expects to publish the second CAI compliance report in mid 2010.

In January 2010, CAI Participants expanded the core principles of the program to require that 100 per cent of their advertising directed to children under 12 years of age will be for better-for-you-products – double the original requirement. To ensure program flexibility and responsiveness, the advertising media covered by the CAI has also been expanded to encompass additional advertising media that is primarily directed to children under 12. It now includes: media such as computer and video games rated "EC" (Early Childhood); DVDs of movies that are rated "G" (General) whose content is primarily directed to the under age 12 group; and mobile media such as cell phones, PDAs and through word of mouth directed to the same age group.

Participants

- Burger King Restaurants of Canada, Inc.
- Cadbury Adams Canada Inc.
- Campbell Company of Canada
- Coca-Cola Ltd.
- Ferrero Canada Ltd.
- General Mills Canada Corporation
- Hershey Canada Inc.
- Janes Family Foods Ltd.
- Kellogg Canada Inc.
- Kraft Canada Inc.
- Mars Canada Inc.
- McCain Foods Canada
- McDonald's Restaurants of Canada Ltd.
- Nestlé Canada Inc.
- Parmalat Canada Inc.
- PepsiCo Canada ULC
- Post Foods Canada Corp.
- Unilever Canada Inc.
- Weston Bakeries Limited

To learn more about the CAI and the Core Principles and to read the full Compliance Report, visit



www.adstandards.com/ChildrensInitiative

"Canadian advertisers have a history of responsible and respectful advertising to children through a rigorous regulatory and self-regulatory framework. Now in its third year, participating companies are building on the CAI's success to help children and their families make wise choices about healthy eating and active living."

Gary Maavara

Vice President and General Counsel
Corus Entertainment Inc.

Supporting Industry's Future

Robert E. Oliver Scholarship Winner

The Robert E. Oliver Scholarship, first awarded in 1986, was established to promote the professional practice of advertising. It commemorates Robert E. Oliver, one of the pioneers in Canadian advertising self-regulation and the first president of Advertising Standards Canada (then called the Canadian Advertising Advisory Board).

This cash award recognizes individuals with outstanding academic achievements, who have an exemplary record of service to the community and who plan on pursuing a career in advertising or marketing.

This year, ASC is awarding the Robert E. Oliver Scholarship to Marie-Anne Lalonde who is in her third year of a Bachelor in Communications Marketing at the Université du Québec à Montréal. In addition to her outstanding academic results and her involvement in the student community, Marie-Anne is determined to make a difference by putting her skills in marketing to the service of organizations such as the Association of People with Visual Disabilities of Saguenay Lac-St-Jean and Operation Red Nose.

2009/2010 Board of Directors

ASC is governed by a Board of Directors that includes senior executives from advertiser, communication agency, and media organizations, and a public representative. ASC's Board establishes overall direction and guides the organization to manage for its mission of responsible advertising industry self-regulation.

Executive Committee



Randy Otto (Chair)
President
Pattison Outdoor Advertising



John Coyne (Vice-Chair)
Vice President, General Counsel
and Corporate Secretary
Unilever Canada Inc.



Jim J.J. Johnston (Treasurer)
General Manager
Corus Radio Vancouver



Ron Lund (Member at Large)
President & CEO
Association of Canadian
Advertisers Inc.



Jani Yates (Member at Large)
President
Institute of Communication
Agencies



Linda J. Nagel
President and CEO
Advertising Standards
Canada

Directors



Esther Benzie Associate
Marketing Director, Hair Care,
Hair Colour and Cosmetics
Procter & Gamble Inc.



Christina Bisanz (public
representative) Chief Executive
Officer Ontario Long Term
Care Association



Kathryn Brownlie
Senior V.P. Sales
Rogers Consumer Publishing



Jim Bruce
Vice-President, Marketing
Wyeth Consumer Healthcare,
a Pfizer Company



Yanik Deschênes President
and General Manager
Association des agences de
Publicité du Québec



Patrick Dickinson
VP, Marketing
The Bay



Steven Guiton Executive
Director, Strategy & Government
Relations Canadian
Broadcasting Corporation



Lorraine Hughes
President
OMD Canada



Marianne Lauzon
Brand Director, Lancôme
L'Oréal Canada Inc.



Joel Levesque
Vice President, Public Affairs
Moosehead Breweries Limited



Sandy MacLeod
Vice President, Consumer
Marketing
Toronto Star



Brett Marchand
President and Chief Operating
Officer of Global Operations
Cossette Inc.



Jon Medline
Vice President,
Regulatory Affairs
Canwest Television
Limited Partnership



Tammy Scott
Vice President, Marketing
Communications
TELUS Consumer Solutions



Crawford Wright
Chief Compliance and
Privacy Officer
AstraZeneca Canada Inc.

Strength in Members

Industry support, through membership in ASC, is a cornerstone of effective and responsible advertising self-regulation.

Advertisers



Associations



Communication Agency Associations



Media



Suppliers & Communications Agencies



ASC Members

ACC Label
 Adbeast Inc.
 Afexa Life Sciences Inc.
 Air Canada
 Alberto-Culver Canada Inc.
 Allard Johnson Communications
 Allied Beauty Association
 Amelie Radio and TV Canada
 Association des agences de publicité du Québec (AAPQ)
 Association of Canadian Advertisers Inc.
 Association of International Automobile Manufacturers of Canada
 AstraZeneca Canada Inc.
 Bacardi Canada Inc.
 Baker & McKenzie
 Bandai America Incorporated, Canada Branch
 Bayer Inc.
 Benjamin Moore & Company Limited
 Blake, Cassels & Graydon LLP
 Borden Ladner Gervais LLP
 Brewers Association of Canada
 Brickworks Communications
 Brightworks Interactive Marketing
 Cadbury Adams Canada Inc.
 Campbell Company of Canada
 Canada Dry Mott's Inc. Division of Dr Pepper Snapple Group
 Canada Post Corporation

Canada's Research-Based Pharmaceutical Companies (Rx&D)
 Canadian Broadcasting Corporation
 Canadian Cosmetic, Toiletry and Fragrance Association
 Canadian Marketing Association
 Canadian Newspaper Association
 Canwest Television Limited Partnership
 CapitalOne
 CARA Operations Limited
 Chanel Inc.
 Church & Dwight Canada Corp.
 Coca-Cola Ltd.
 COGECO Inc.
 Colgate-Palmolive Canada Inc.
 Collins Barrow Toronto LLP
 Concerned Children's Advertisers
 Consumer Health Products Canada
 Consumers Council of Canada
 CorbinPartners Inc.
 Corby Distilleries Limited
 Corus Entertainment Inc.
 Cossette Inc.
 Crayola Canada
 CTV Television Inc.
 D3Publisher of America, Inc.
 DDB Canada – Toronto
 Dyson Canada Limited
 Egg Farmers of Canada

Eli Lilly Canada Inc.
 Enbridge Gas Distribution Inc.
 ERAC Canada Ltd.
 Fasken Martineau DuMoulin LLP
 Ferrero Canada Ltd.
 General Motors of Canada Limited
 Geox Canada
 GlaxoSmithKline Consumer Healthcare
 GlaxoSmithKline Pharmaceutical Division
 Government of Canada
 Government of Ontario – Advertising Review Board
 Gowling Lafleur Henderson LLP
 Grip Limited
 H.J. Heinz Company of Canada LP
 Hasbro Canada Corporation
 Heenan Blaikie LLP
 Hershey Canada Inc.
 Hudson's Bay Company
 Institute of Communication Agencies
 Johnson & Johnson Inc.
 Kellogg Canada Inc.
 KL Consulting Inc.
 Konami Digital Entertainment Inc
 Kraft Canada Inc.
 Kruger Products Limited

Labatt Breweries of Canada
 Lang Michener LLP
 LCBO
 Legault Joly Thiffault S.E.N.C.
 Lego Canada Inc.
 Loblaw Inc.
 L'Oréal Canada Inc.
 Maclaren Corlett LLP
 Maple Leaf Foods
 Mattel Canada Inc.
 McCain Foods (Canada)
 McCarthy Tétrault LLP
 McDonald's Restaurants of Canada
 McMillan LLP
 Mead Johnson Nutritionals
 MGA Entertainment Canada
 MJO Corporation
 Miller Thomson LLP
 Molson Coors Canada
 Moosehead Breweries Limited
 Nestlé Canada Inc.
 Nintendo of Canada Ltd.
 Northern Response International Ltd.
 Novartis Consumer Health Canada Inc.
 OLG
 Ontario Place Corporation
 Osler, Hoskin & Harcourt LLP
 Padulo Integrated Inc.
 Paton Publishing

Pattison Outdoor Advertising
 PepsiCo Beverages Canada
 Pfizer Canada Inc.
 Post Foods Canada Corp.
 Procter & Gamble Inc.
 Publicis
 Reckitt Benckiser (Canada) Inc.
 Reliance Comfort LP
 Rogers Media Inc.
 R.S. Engle Professional Corporation
 S.C. Johnson & Son, Limited
 Schering Plough Canada Inc.
 Shaw Communications Inc.
 Sleeman Brewing and Malting Co.
 Société de l'assurance automobile du Québec (SAAQ)
 Spin Master Ltd.
 Spirits Canada/Association of Canadian Distillers
 St. Joseph Media
 Strauss Herb Company
 TD Bank Financial Group
 TELUS Communications Company
 The Beer Store
 The Canadian Salt Company
 The Clorox Company of Canada Limited
 The Globe and Mail
 The Nielsen Company
 The Reader's Digest Association (Canada) Limited

The TDL Group Corp.
 TNS Canadian Facts
 Toronto Star
 Toronto Transit Commission
 Transcontinental Media G.P.
 Transgesco S.E.C.
 Translink
 Unilever Canada Inc.
 Visa Canada
 Walt Disney Studios Home Entertainment
 Welcome Wagon Ltd.
 Weston Bakeries Limited
 Wrigley Canada
 Wyeth Consumer Healthcare, a Pfizer Company
 Yum Restaurants International



Self-Regulation: Upholding Advertising Standards

Consumer Response Councils (Councils) play a vital role in ensuring the integrity and viability of the advertising self-regulatory process. Composed of senior industry and public representatives, these independent volunteer Councils adjudicate consumers' complaints about advertising under the provisions of the *Canadian Code of Advertising Standards*, our principal instrument of advertising self-regulation.

There are currently five national and regional Councils across Canada.

“Serving on the National Consumer Response Council provides me with a first-hand view of the kinds of issues that matter to Canadians. The *Canadian Code of Advertising Standards* and the Consumer Complaints Process are invaluable to help ensure that Canadian advertising is truthful, fair and accurate.”

Helena Lazar
Vice President, Brand Director
Publicis Toronto

National Consumer Response Council



Rafe Engle (Chair)
Barrister & Solicitor
R.S. Engle Professional
Corporation



Roberta Albert
Public Representative



Peggy Barnwell
Public Representative



Tim Binkley
Strategic Advertising
Consultant



Tim Bowen
Senior VP & General Manager
Cossette Inc.



Renee Bozowsky
Public Representative



Joan Cohen
Public Representative



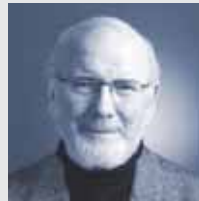
Eleanor Friedland
Public Representative



Lorraine Hughes
President
OMD Canada



Marilyn King
VP Production Services
Pattison Outdoor Advertising



Norm Kirk
Public Representative



Stephen Lawson
Senior Legal Counsel
Hudson's Bay Company



Helena Lazar
Vice President, Brand Director
Publicis Toronto



Michael Lio
Public Representative



Sharon MacLeod
Marketing Director
Unilever Canada Inc.



Heather Nobes
Senior Marketing Manager
Visa Canada



Margo Northcote
Creative Consultant



Jayne Payette
Vice-President, Infant
Nutrition
Nestlé Canada Inc.



Suzanne Raitt
Vice President of Innovation
and Marketing
Canadian Newspaper
Association



Teresa Tsuji
District Sales Manager
The Medical Post

French Canada
Consumer
Response Council



Sandra Wheaton *Corporate Manager, Programming Policies, Advertising & Sponsorship* Canadian Broadcasting Corporation



Raymonde Lavoie (Chair)
Présidente
DesArts Communication



Manon Beaudoin *Director, Labour Relations, Employment and Manpower* Conseil québécois du commerce de détail



Philippe Comeau
Creative Director
LG2



Yanik Deschênes *President and General Manager* Association des agences de Publicité du Québec

Not Photographed

Theresa Courneyea
Public Representative

Michele Erskine
Director of Marketing
CBS Outdoor



Sylvain Desrochers
Public Representative



Denis Dompierre
Public Representative



Christiane Dubé
Marketing Director
La Presse

Not Photographed

Gilbert Paquette
General Manager
Hebdo Québec

Ronald Béliard
Public Representative

Sylvie Gaudreau
Communications Coordinator
V Interactions Inc.

Annie Péloquin
Public Relations Services
Sélection du Reader's Digest (Canada) Ltée

Alternates

Roselyne René de Cotret
Agent, Commercial Acceptance
Société Radio-Canada

Paul Hétu
Vice-president
Association canadienne des annonceurs Inc.

Joëlle Turgeon
Advisor, Commercial Acceptance
Société Radio-Canada

Nathalie Verge
Vice-présidente Opérations
Conseil québécois du commerce de détail



Diane Lapointe
Manager, Marketing Communications
Gaz Métro



Brigitte Lefebvre
Public Representative



Lucienne Lemire
Public Representative



Alykhanthi Lynhiav
Public Representative



Veronica Piacek
Director, Consumer Relations
Pfizer Canada Inc.



Sandra Wheaton
Corporate Manager, Programming Policies, Publicity and Sponsorships
Société Radio-Canada

Alberta
Consumer
Response
Council

Pat Sullivan (Chair)
Public Representative

Gary Cobb
Classified Ad Centre Manager
The Calgary Herald

Sandra Jonsson
Account Executive
CFCN Television

Louise Lutic
Public Representative

Paige O'Neill
Retail Property Manager
Chinook Centre

Kate Reynolds-Braun
Account Manager
The Globe and Mail

Adam Seely
Account Executive
Pattison Outdoor Advertising

Atlantic Canada
Consumer
Response
Council

Michel Bertin
Sales Representative, Atlantic Region
Radio-Canada – Television Sales

Elizabeth Braid
Media Director
SGCI Communications Inc

Jean Brousseau
Principal & VP
Bristol Group

Jay Calnan
Creative Director
Newcap Radio – CFRQ, CFDR, CKUL

Heather Crees
V.P. Marketing
McCain Foods (Canada)

Rick Emberley
Executive Chairman
Bristol Group

Kelly Greenwood
Public Representative

Nancy G. Rubin
Public Representative

B.C.
Consumer
Response
Council

Alexis Cylwa (Chair)
Business Development Manager
Pacific Press

John Azevedo
Senior Manager, Consumer Marketing
Nintendo of Canada Ltd.

Pat Conway
Account Executive
Pattison Outdoor Advertising

Jan Evanski
Creative Director
Corus Radio Vancouver

John Leckie
Barrister and Solicitor
Gowling Lafleur Henderson LLP

Simone Lis
Public Representative

Dr. Yvonne Martin-Newcombe
Public Representative

Sheryl O'Toole
Marketing & Cosmetic Coordinator
Peoples Drug Mart

Andeen Pitt
Media Director
Wasserman & Partners Advertising

Anne Steele
Public Representative

Robert Wyckham
Public Representative

Children's Clearance Committee

Charged with the important responsibility of ensuring that broadcast advertising to children complies with the Canadian Association of Broadcasters' *Broadcast Code for Advertising to Children*, this committee includes both industry and public representatives.



Nicole Bellam (Chair)
Vice President
ASC Clearance Services



Rhonda Bagnall
Manager
TVB – Telecaster Services



Marisa Barber
VP, Group Account Director
Young & Rubicam Group of Companies



Megan Coles
Public Representative



Trish Duncan
Public Representative



Dolly Gerrior
Public Representative



pol Therrien, Senior
Advertising Standards
Representative Canadian
Broadcasting Corporation



Martine Vallee
Director, Social Policy
Canadian Radio-television and
Telecommunications Commission



Jen Wilkinson Manager,
Communications and Social
Marketing Concerned
Children's Advertisers

Alternates

Mike Darley
Senior Manager,
Traffic and Advertising
Standards
Canadian Broadcasting
Corporation

Bev Deeth
President
Concerned Children's
Advertisers

Teresa Gloger
Advertising Standards
Representative Canadian
Broadcasting Corporation

Josh Keshen
Commercial Analyst
TVB - Telecaster Services

Jean Larivière
Senior Analyst and
Client Services Manager,
ASC Clearance Services

Dan Perry
Analyst
ASC Clearance Services

Consumer Health Product Advertising Advisory Council

Members of the Consumer Health Product Advertising Advisory Council (CHPAAC) provide advice to ASC Clearance Services regarding consumer drug section policies and procedures. CHPAAC is composed of representatives from the advertising industry, health and medical organizations, Health Canada and other interested/responsible organizations.

Voting Members

Larry Thomas (Chair)
(CHP Canada)
Vice-President and Publisher
Reader's Digest Association
(Canada)

Catherine Shand (Vice-Chair)
(CHP Canada) Senior Vice
President, Managing Partner
Young & Rubicam

Peggy Barnwell
(Consumers Council of Canada)
Public Representative

Carl Carter
Director of Regulatory
Affairs & Policy
Canadian Health Food
Association

Mary Falbo
(Outdoor Marketing Association
of Canada)
Vice-President of Business
Development
Pattison Outdoor Advertising

Gary Garland
Executive Director, Advertising
Services
Magazines Canada

Janet Isaac
(CHP Canada)
Marketing Director - Vitamins
Wyeth Consumer Healthcare,
a Pfizer Company

Jayne Johnston
Communications Manager
The College of Family Physicians
of Canada

Lorinda Loftonbrook-Phillips
(Canadian Cosmetic, Toiletry and
Fragrance Association)
Director, Global Regulatory
Affairs and Government
Relations
Estée Lauder Companies

Suzanne Raitt
Vice-President, Innovation
and Marketing
Canadian Newspaper
Association

Carol Repchinsky
Editor-in-chief, Publications
Canadian Pharmacists
Association

Nadine Saby
President and CEO
Canadian Association of Chain
Drug Stores

Phyllis Tanaka
Vice President, Scientific &
Regulatory Affairs – Food
Policy
Food & Consumer Products of
Canada

Millicent Toombs
Senior Project Manager
Canadian Medical Association

Monique Zarry
(Institute of Communication
Agencies) Vice President,
Group Account Director
JWT

Ex-officio

Ann Sztuke-Fournier
Manager, Advertising and
Risk Communications Section,
Policy and Partnerships
Division
Marketed Health Products
Directorate, Health Canada

Nicole Bellam
Vice President
ASC Clearance Services

Cosmetic Advertising Advisory Group

The Cosmetic Advertising Advisory Group (CAAG) includes representatives from industry, the public, Health Canada and ASC. CAAG develops and proposes to Health Canada revisions to the *Guidelines for Cosmetic and Advertising Labelling Claims*.

Lorinda Loftonbrook-Phillips (Chair)
(Canadian Cosmetic, Toiletry
and Fragrance Association)
Director, Global Regulatory
Affairs and Government
Relations
Estée Lauder Companies

Son Chau (Vice-Chair)
(Canadian Cosmetic, Toiletry
and Fragrance Association)
Vice-President, Scientific &
Regulatory Affairs
L'Oréal Canada Inc.

Peggy Barnwell
Public Representative

Nicole Bellam
Vice President
ASC Clearance Services

Luisa Carter-Phillips
Head, Cosmetics Division
Health Canada

Emily Contreras
Senior Regulatory Officer,
Cosmetics Division
Health Canada

Gulnara Gabidullina
(Canadian Cosmetic, Toiletry
and Fragrance Association)
Section Head Regulatory
Affairs Department, Technical
External Relations
Procter & Gamble Inc.

Eva Klassen
Assessment Officer, Natural
Health Products Directorate
(NHPD)
Health Canada

Natasha Kuran
Product Information Officer,
Therapeutic Products
Directorate (TPD)
Health Canada

Colleen Leithman
(Direct Sellers Association)
Senior Legal Counsel, Legal &
Corporate Affairs
Avon Canada

Edwina Singh
(Consumer Health
Products Canada)
Bayer Inc.

Marc Speir
Executive Director
Allied Beauty Association

Liaison

Kathleen Ljubisic
Director, Regulatory and
Scientific Affairs Canadian
Cosmetic, Toiletry and
Fragrance Association

Ruta Rozenals
Senior Analyst
ASC Clearance Services

Advertising Standards Canada Staff

Staff members at ASC bring their experience and dedication to their respective areas of responsibility, individually and collectively contributing to the achievement of ASC's mission, goals and objectives for responsible advertising self-regulation.



Linda J. Nagel
President and CEO



Rick Andrew
Director, Membership
Development



Nicole Bellam
Vice President
ASC Clearance Services



Melissa Campeau
Communications Manager



Astrid D'Sanges
Administrative and
Accounting Assistant



Marie-Cécile Etouman
Administrative Coordinator
ASC Clearance Services



Janet Feasby
Vice President, Standards



Jennifer Finjan
Executive Assistant / Office
Manager



Rhoda Guba
Administrative Coordinator
ASC Clearance Services



Jean Larivière
Senior Analyst and Client
Services Manager
ASC Clearance Services



Danielle Lefrançois
Communications Manager
(Quebec)



Kelly Marrin
National Standards
Coordinator



Claire Palardy
Standards Coordinator
(Quebec)



Dan Perry
Analyst
ASC Clearance Services



Ruta Rozentals
Senior Analyst
ASC Clearance Services



Louise Swift
Senior Analyst
ASC Clearance Services



Peter White
Senior Vice President,
Operations



Charlotte Wurz
Analyst
ASC Clearance Services



Advertising Standards Canada
Les normes canadiennes de la publicité

Advertising Standards Canada is the independent advertising industry self-regulatory body committed to creating and maintaining community confidence in advertising. ASC members – leading advertisers, advertising agencies, media organizations and suppliers to the advertising industry – are committed to supporting responsible and effective advertising self-regulation.



Through ASC Clearance Services, ASC reviews advertising to facilitate compliance with specific laws and regulations in five regulated categories – alcoholic beverages, children's, consumer drugs, cosmetics, and food and non-alcoholic beverages.



Toronto Office

Advertising Standards Canada
175 Bloor Street East
South Tower, Suite 1801
Toronto, ON M4W 3R8
Phone: (416) 961-6311
Fax: (416) 961-7904
www.adstandards.com

Montreal Office

Advertising Standards Canada
2015 Peel Street
Suite 915
Montreal, Quebec H3A 1T8
Phone: (514) 931-8060
Fax: (514) 931-2797
www.adstandards.com



This publication is printed on FSC-certified recycled paper.
Elle est également disponible en français. Veuillez communiquer
avec NCP pour en obtenir un exemplaire.