

AD COMPLAINTS REPORT

2008 YEAR IN REVIEW

WHAT'S IN THIS REPORT

This report contains statistical information about consumer complaints submitted to Advertising Standards Canada in 2008 for review under the *Canadian Code of Advertising Standards (Code)*. Case summaries about complaints upheld by the National and Regional Consumer Response Councils from January 1, 2008, to December 31, 2008, are available on ASC's website (www.adstandards.com).

2008 COMPLAINTS SNAPSHOT

- 1,119 complaints were received from consumers
- Of these, 126 complaints, involving 66 advertisements, were found by the Consumer Response Councils to contravene the *Code*
- A record number of complaints about inaccurate or misleading advertising – 62 – were upheld by Councils, involving 54 advertisements
- Retail advertising garnered the highest number of complaints (154)

NEW IN 2008

Interpretation Guideline #3 – Environmental Claims

In November, ASC developed a new *Code* Interpretation Guideline, which allows Councils, in evaluating consumers' complaints about allegedly misleading environmental advertising claims, to take into account the standards developed by the Competition Bureau in conjunction with the Canadian Standards Association as detailed in the publication *Environmental Claims: A guide for industry and advertisers*. (See Page 8 for *Interpretation Guideline #3*)

More Frequent Reporting of Upheld Consumer Complaints

In December 2008, ASC began publishing, on a more frequent basis, case summaries of consumers' complaints that were upheld by Councils. Now, in addition to the quarterly Ad Complaints Reports, case summaries of upheld complaints are posted on ASC's website after Councils have rendered their decisions and the appeal period has lapsed.

Advisory on Political and Election Advertising

ASC regularly publishes advisories on topical advertising issues in order to provide advertisers with guidance on how to comply with the *Code*. In this Report ASC is releasing an *Advisory on Political and Election Advertising* to provide information and guidance to political parties and politicians on the development of political and election advertising that is truthful, fair and accurate. While both political and election advertising are specifically excluded from the ambit of the *Code* and ASC cannot pursue complaints about this category of advertising, the *Code* states that Canadians are entitled to expect that its standards will be respected in advertising by political parties and governments. (See Page 3 for *Advisory on Political and Election Advertising*)

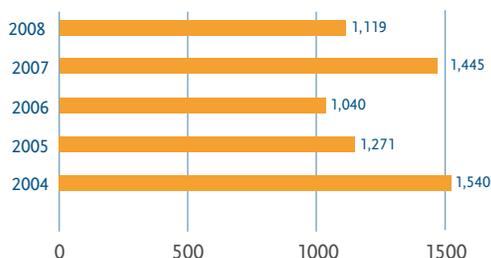
Advisories on the following topics are also available on ASC's website: After Rebate Pricing, Correcting Mistakes in Retail Advertising, Automobile Advertising, and Green Advertising Claims.

2008 YEAR IN REVIEW

In 2008 consumers submitted 1,119 complaints to ASC — down 23% from 2007.

Of these, 801 complaints met the criteria for acceptance under the *Canadian Code of Advertising Standards (Code)*. The balance (318) could not be pursued because they did not fall within the *Code* acceptance criteria. These included complaints in which no specific advertisement was identified, complaints about advertisements that were no longer current, or did not otherwise meet the *Code* definition of advertising.

NUMBER OF COMPLAINTS/YEAR TO ASC



COMPLAINTS SUMMARY FOR 2007 AND 2008

	2007	2008
Complaints received by ASC	1,445 (980 ads)	1,119 (778 ads)
	↓	↓
Complaints that met <i>Code</i> acceptance criteria	1,069 (669 ads)	801 (554 ads)
	↓	↓
Complaints that raised potential <i>Code</i> issues and were forwarded to Council	241 (83 ads)	194 (88 ads)
	↓	↓
Complaints upheld by Council	193 (56 ads)	126 (66 ads)

CODE DEFINITION OF ADVERTISING

“Advertising” is defined as any message (the content of which is controlled directly or indirectly by the advertiser) expressed in any language and communicated in any medium (except those listed under Exclusions) to Canadians with the intent to influence their choice, opinion or behaviour.

EXCLUSIONS

Political and Election Advertising

Canadians are entitled to expect that “political advertising” and “election advertising” will respect the standards articulated in the *Code*. However, it is not intended that the *Code* govern or restrict the free expression of public opinion or ideas through “political advertising” or “election advertising,” which are excluded from the application of this *Code*.

Excluded Media

The following are excluded from the definition of “medium” and the application of the *Code*:

- i) foreign media (namely media that originate outside Canada and contain the advertising in question) unless the advertiser is a Canadian person or entity; and
- ii) packaging, wrappers and labels.

COMPLAINTS BY CODE CLAUSE

Of the 801 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), and
- Clause 10 (Safety).

Complaints that raised issues under one or more *Code* clauses were forwarded to ASC’s independent, volunteer national and regional Consumer Response Councils (Councils) for adjudication. Councils reviewed 194 complaints and upheld a total of 126 complaints about 66 advertisements.

While Councils reviewed fewer complaints in 2008 (194) versus 2007 (241), Councils found more advertisements to have contravened the *Code* (66 in 2008 compared to 56 in 2007).

Clause 14 (Unacceptable Depictions and Portrayals)

Of the complaints that were pursued, consistent with historical patterns, over half of these related to Clause 14. In 2008, 423 complaints were reviewed under Clause 14. Most of these involved matters of personal taste or preference and did not raise issues under any

of the provisions of this clause.

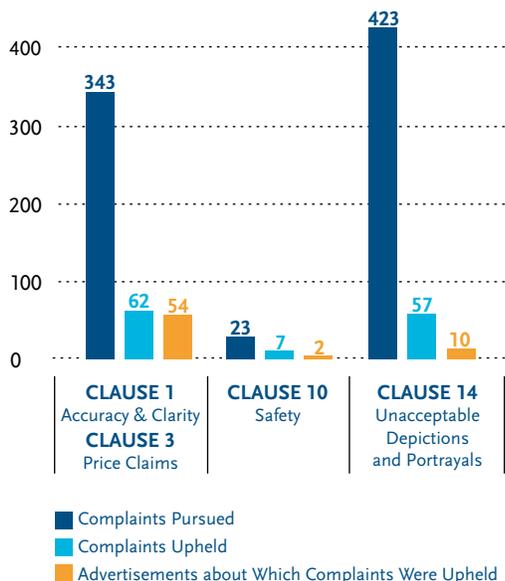
Under Clause 14, Councils ultimately upheld 57 complaints about 10 advertisements. Among these were advertisements that Councils found depicted women in a derogatory or demeaning manner and/or offended standards of public decency prevailing among a significant segment of the population.

Clause 1 (Accuracy and Clarity) and Clause 3 (Price Claims)

In 2008, ASC reviewed 343 complaints alleging misleading or inaccurate advertising under Clause 1 (Accuracy and Clarity) and Clause 3 (Price Claims). Of these, Councils upheld 62 complaints about 54 advertisements – a record number. These included advertising that contained pricing errors, omitted relevant information, or did not clearly and understandably state all pertinent details of an offer.

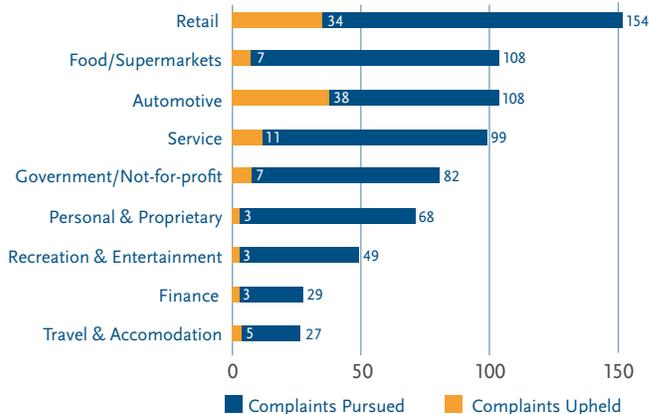
Clause 10 (Safety)

Finally, ASC received the fewest number of complaints in over a decade under Clause 10 (Safety). Of the 23 complaints that were reviewed under that clause, Councils upheld seven complaints about two advertisements.



COMPLAINTS BY CATEGORY OF ADVERTISING*

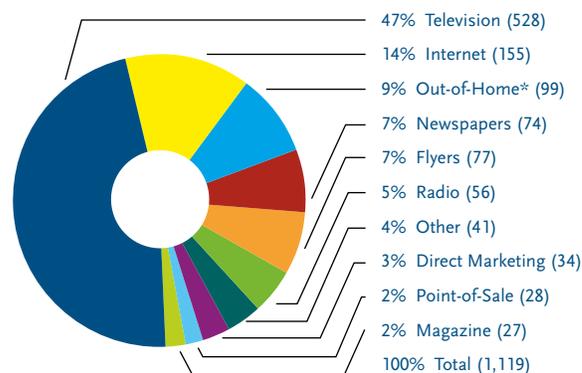
For the fourth consecutive year, retail advertising garnered the highest number of complaints (154). Next were complaints submitted about automotive advertising and food advertising (including advertising by food manufacturers, food retailers and restaurants) – each with 108 complaints. Complaints about advertising by service providers followed with 99 complaints.



* Top nine of 16 categories

COMPLAINTS BY MEDIA

As always, advertising on television generated the highest number of complaints – 528. For the second year in a row, advertising on the Internet came in second place with 155 complaints. Advertising in the out-of-home medium, including billboard and transit advertising, was in third place with 99 complaints.



* Includes such media as outdoor and transit.

YEAR OF THE SKEPTICAL CONSUMER

Not surprisingly, with the economic downturn that began in the last quarter of the year, consumers are becoming more value conscious – comparing prices and searching for deals and discounts.

ASC has noted that consumers are scrutinizing advertisements with an increasingly critical eye. This was reflected in their complaints to ASC. In 2008, 43% of all pursued complaints cited concerns about allegedly misleading or inaccurate advertising claims – a marked increase from 2007 (31%) and 2006 (29%).

Last year ASC heard from numerous consumers after they did not get a product or service at the advertised sale price or the discount they believed they should have received; when they found an advertised product to be unavailable; or when they found an offer to be unclear or incomplete.

ASC also heard from consumers who were skeptical about advertising claims they believed could not be supported by the advertiser. For example, consumers questioned whether sale prices and price comparisons could be substantiated by the involved advertisers. They also questioned broad and unqualified claims, such as “20% off every item.”

In this uncertain economic climate, ASC expects this trend of increased skepticism and scrutiny to continue in the coming year.

ADVISORY ON POLITICAL AND ELECTION ADVERTISING

This Advisory is intended to provide information and guidance to political parties and politicians on the development of political and election advertising that is truthful, fair and accurate.

As the national, not-for-profit advertising industry self-regulatory body committed to maintaining public confidence in advertising, Advertising Standards Canada (ASC) accepts complaints from members of the public about advertisements that appear in Canadian media. These complaints are reviewed, adjudicated, and publicly reported based on the provisions of the *Canadian Code of Advertising Standards (Code)*. The *Code* is the principal instrument of advertising self-regulation in Canada. First published in 1963, and regularly updated to keep it current, the *Code* sets the standards to help ensure that Canadian advertising is truthful, fair and accurate.

While ASC hears from members of the public throughout the year, public interest in advertising clearly peaks during the course of federal and provincial elections. At these times, ASC receives numerous complaints expressing concerns about election advertising. In their complaints, members of the public tell ASC that they find advertising by political parties is often misleading, and that it unfairly disparages and denigrates individual candidates or party leaders.

While the *Code* applies to all Canadian advertising for goods and services by corporations and other entities, *political advertising* and *election advertising* (see definitions on the right) are special categories that are excluded from the application of the *Code*. This means that ASC cannot accept and review complaints from the public about either political or election advertising.

The reason for this is to ensure that the *Code* does not restrict the freedom of expression or ideas through political or election advertising. It is ultimately left to the electorate to express its decisions on the merits and acceptability of differing political viewpoints through the election process.

However, while ASC cannot accept complaints about political and election advertising, the *Code* states that **Canadians are entitled to expect that the standards in the *Code* will be respected in advertising by and for Canada's political parties and governments.**

Through this Advisory, ASC is requesting that federal and provincial political parties adhere to the principles contained in the *Code* to help maintain public confidence in Canadian advertising.

EXCERPTS FROM THE CANADIAN CODE OF ADVERTISING STANDARDS

The following are excerpts from the applicable clauses of the *Code*. (The *Code* in its entirety is available at www.adstandards.com)

Definitions

- **“Advertising”** is defined as any message (the content of which is controlled directly or indirectly by the advertiser) expressed in any language and communicated in any medium (except those listed under *Code* exclusions – see full text of *Code*) to Canadians with the intent to influence their choice, opinion or behaviour.
- **“Political Advertising”** is defined as “advertising” appearing at any time regarding a political figure, a political party, a political or government policy or issue, or an electoral candidate.
- **“Election Advertising”** includes “advertising” about any matter before the electorate for a referendum, “government advertising” and “political advertising,” any of which advertising is communicated to the public within a time frame that starts the day after a vote is called and ends the day after a vote is held. In this definition, a vote is deemed to have been called when the applicable writ is issued.

Pertinent Clauses

- **Clause 1 (Accuracy and Clarity)**
 - ▶ Advertisements must not contain inaccurate or deceptive claims, statements, illustrations or representations, either direct or implied, with regard to a product or service. In assessing the truthfulness and accuracy of a message, the concern is not with the intent of the sender or precise legality of the presentation. Rather, the focus is on the message as received or perceived, i.e. the general impression conveyed by the advertisement.” [Clause 1(a)]
 - ▶ “Advertisements must not omit relevant information in a manner that, in the result, is deceptive.” [Clause 1(b)]
- **Clause 14 (Unacceptable Depictions and Portrayals)**
 - ▶ “Advertisements shall not demean, denigrate or disparage any identifiable person, group of persons, firm, organization, industrial or commercial activity, profession, product or service or attempt to bring it or them into public contempt or ridicule.” Clause 14 [(c)]

THE CONSUMER COMPLAINT PROCEDURE – AN OVERVIEW

THE CANADIAN CODE OF ADVERTISING STANDARDS – THE BASIS FOR ADJUDICATION OF CONSUMER COMPLAINTS

The *Canadian Code of Advertising Standards (Code)* sets the standards for acceptable advertising and forms the basis for the review and adjudication of consumer complaints about advertising. Since it was first published in 1963, the *Code* has been regularly updated to ensure that it remains current and relevant.

AN OVERVIEW OF HOW COMPLAINTS ARE HANDLED

1. ASC staff review the advertisement against the clauses of the *Code*.
2. If a potential issue is identified under a clause of the *Code* (other than Clause 10 or 14), the advertiser is asked to respond to ASC regarding the merits of the complaint.
3. ASC staff review the advertiser's response. If a *Code* issue remains, the complaint is forwarded to one of the independent Consumer Response Councils for adjudication.
4. If a Council determines that an advertisement violates a clause of the *Code*, the advertiser is asked to amend or withdraw the advertisement.
5. The *Code* provides a process for advertisers or consumers who wish to appeal a Council decision.
6. Upheld complaints are publicly reported in ASC's online *Ad Complaints Reports*.

ENSURING OBJECTIVE, INDEPENDENT COMPLAINT ADJUDICATION – THE CONSUMER RESPONSE COUNCILS

While ASC administers the process by which consumers submit their written complaints about advertisements, those complaints that raise potential issues under the *Code* are reviewed and adjudicated by independent volunteer bodies known as the Consumer Response Councils. There are five Consumer Response Councils across Canada in Halifax, Montreal, Toronto, Calgary and Vancouver.

FOR CLAUSE 10 OR 14 COMPLAINTS – FACILITATING DIRECT COMMUNICATION BETWEEN ADVERTISERS AND CONSUMERS

For complaints that raise potential issues under Clause 10 (*Safety*) or Clause 14 (*Unacceptable Depictions and Portrayals*), the advertiser is given the opportunity to respond to consumers in writing. Our experience tells us that complaints can often be resolved when the advertiser has the opportunity to share its insights directly with the consumer. The advertiser will respond directly to the consumer if the consumer has given ASC express permission to forward his or her name to the advertiser. Otherwise, the advertiser responds to ASC, which forwards the response to the consumer. If the consumer is not satisfied with the advertiser's response, he or she may request a Council review.

THE CANADIAN CODE OF ADVERTISING STANDARDS

1. ACCURACY AND CLARITY

(a) Advertisements must not contain inaccurate or deceptive claims, statements, illustrations or representations, either direct or implied, with regard to a product or service. In assessing the truthfulness and accuracy of a message, the concern is not with the intent of the sender or precise legality of the presentation. Rather, the focus is on the message as received or perceived, i.e. the general impression conveyed by the advertisement.

(b) Advertisements must not omit relevant information in a manner that, in the result, is deceptive.

(c) All pertinent details of an advertised offer must be clearly and understandably stated.

(d) Disclaimers and asterisked or footnoted information must not contradict more prominent aspects of the message and should be located and presented in such a manner as to be clearly visible and/or audible.

(e) Both in principle and practice, all advertising claims and representations must be supportable. If the support on which an advertised claim or representation depends is test or survey data, such data must be reasonably competent and reliable, reflecting accepted principles of research design and execution that characterize the current state of the art. At the same time, however, such research should be economically and technically feasible, with due recognition of the various costs of doing business.

(f) The entity that is the advertiser in an advocacy advertisement must be clearly identified as the advertiser in either or both the audio or video portion of the advocacy advertisement.

2. DISGUISED ADVERTISING TECHNIQUES

No advertisement shall be presented in a format or style that conceals its commercial intent.

3. PRICE CLAIMS

(a) No advertisement shall include deceptive price claims or discounts, unrealistic price comparisons or exaggerated claims as to worth or value. “Regular Price,” “Suggested Retail Price,” “Manufacturer’s List Price” and “Fair Market Value” are deceptive terms when used by an advertiser to indicate a savings, unless they represent prices at which, in the marketplace where the advertisement appears, the advertiser actually sold a substantial volume of the advertised product or service within a reasonable period of time (such as six months) immediately before or after making the representation in the advertisement; or offered the product or service for

sale in good faith for a substantial period of time (such as six months) immediately before or after making the representation in the advertisement.

(b) Where price discounts are offered, qualifying statements such as “up to,” “XX off,” etc., must be in easily readable type, in close proximity to the prices quoted and, where practical, legitimate regular prices must be included.

(c) Prices quoted in advertisements in Canadian media, other than in Canadian funds, must be so identified.

4. BAIT AND SWITCH

Advertisements must not misrepresent the consumer’s opportunity to purchase the goods and services at the terms presented. If supply of the sale item is limited, or the seller can fulfil only limited demand, this must be clearly stated in the advertisement.

5. GUARANTEES

No advertisement shall offer a guarantee or warranty, unless the guarantee or warranty is fully explained as to conditions and limits and the name of the guarantor or warrantor is provided, or it is indicated where such information may be obtained.

6. COMPARATIVE ADVERTISING

Advertisements must not, unfairly, discredit, disparage or attack other products, services, advertisements or companies, or exaggerate the nature or importance of competitive differences.

7. TESTIMONIALS

Testimonials, endorsements or representations of opinion or preference, must reflect the genuine, reasonably current opinion of the individual(s), group or organization making such representations, and must be based upon adequate information about or experience with the product or service being advertised, and must not otherwise be deceptive.

8. PROFESSIONAL OR SCIENTIFIC CLAIMS

Advertisements must not distort the true meaning of statements made by professionals or scientific authorities. Advertising claims must not imply that they have a scientific basis that they do not truly possess. Any scientific, professional or authoritative claims or statements must be applicable to the Canadian context, unless otherwise clearly stated.

9. IMITATION

No advertiser shall imitate the copy, slogans or illustrations of another advertiser in such a manner as to mislead the consumer.

10. SAFETY

Advertisements must not without reason, justifiable on educational or social grounds, display a disregard for safety by depicting situations that might reasonably be interpreted as encouraging unsafe or dangerous practices or acts.

11. SUPERSTITION AND FEARS

Advertisements must not exploit superstitions or play upon fears to mislead the consumer.

12. ADVERTISING TO CHILDREN

Advertising that is directed to children must not exploit their credulity, lack of experience or their sense of loyalty, and must not present information or illustrations that might result in their physical, emotional or moral harm.

Child-directed advertising in the broadcast media is separately regulated by the *Broadcast Code for Advertising to Children*, also administered by ASC. Advertising to children in Quebec is prohibited by the *Quebec Consumer Protection Act*.

13. ADVERTISING TO MINORS

Products prohibited from sale to minors must not be advertised in such a way as to appeal particularly to persons under legal age, and people featured in advertisements for such products must be, and clearly seen to be, adults under the law.

14. UNACCEPTABLE DEPICTIONS AND PORTRAYALS

It is recognized that advertisements may be distasteful without necessarily conflicting with the provisions of this clause 14; and the fact that a particular product or service may be offensive to some people is not sufficient grounds for objecting to an advertisement for that product or service.

Advertisements shall not:

- (a) condone any form of personal discrimination, including that based upon race, national origin, religion, sex or age;
- (b) appear in a realistic manner to exploit, condone or incite violence; nor appear to condone, or directly encourage, bullying; nor directly encourage, or exhibit obvious indifference to, unlawful behaviour;
- (c) demean, denigrate or disparage any identifiable person, group of persons, firm, organization, industrial or commercial activity, profession, product or service or attempt to bring it or them into public contempt or ridicule;
- (d) undermine human dignity; or display obvious indifference to, or encourage, gratuitously and without merit, conduct or attitudes that offend the standards of public decency prevailing among a significant segment of the population.

CODE INTERPRETATION GUIDELINES

The *Code* is supplemented by *Interpretation Guidelines* that enhance industry and public understanding of the interpretation and application of the *Code*'s 14 clauses. Currently there are three Interpretation Guidelines.

INTERPRETATION GUIDELINE #1 – ALLEGED INFRACTIONS OF CLAUSES 10 OR 14: ELEMENTS OF HUMOUR AND FANTASY

In assessing impression(s) likely to be conveyed by an advertisement, Council shall take into consideration the use and application in the advertisement(s) of such elements as humour and fantasy. (*May 2003*)

INTERPRETATION GUIDELINE #2 – ADVERTISING TO CHILDREN

1.1 As used in Clause 12 of the *Code*, the phrase “advertising that is directed to children” (advertising to children) includes a commercial message on behalf of a product or service for which children are the only users or form a substantial part of the market as users, and the message (i.e. language, selling points, visuals) is presented in a manner that is directed primarily to children under the age of 12.

1.2 Advertising to children that appears in any medium (other than the media specifically excluded under the *Code* from the definition “medium” and from the application of the *Code*), shall be deemed to violate Clause 12 of the *Code* if the advertising does not comply with any of the following principles or practices:

a. Food Product Advertising to Children

- i. Food product advertising addressed to children must not be inconsistent with the pertinent provisions of the *Food and Drugs Act* and *Regulations* and the Canadian Food Inspection Agency's *Guide to Food Labelling and Advertising*. This *Code Interpretation Guideline* is intended, among other purposes, to ensure that advertisements representing mealtime clearly and adequately depict the role of the product within the framework of a balanced diet, and snack foods are clearly presented as such, not as substitutes for meals. (*April 2004*)

b. Healthy Active Living

- i. Advertising to children for a product or service should encourage responsible use of the advertised product or service with a view toward the healthy development of the child.
- ii. Advertising of food products should not discourage or disparage healthy lifestyle

choices or the consumption of fruits or vegetables, or other foods recommended for increased consumption in Canada's *Food Guide to Healthy Eating*, and in Health Canada's nutrition policies and recommendations applicable to children under 12.

c. Excessive Consumption

- i. The amount of product featured in food advertising to children should not be excessive or more than would be reasonable to acquire, use or, where applicable, consume, by a person in the situation depicted.
- ii. If an advertisement depicts food being consumed by a person in the advertisement, or suggests that the food will be consumed, the quantity of food shown should not exceed the labelled serving size on the Nutrition Facts Panel (where no such serving size is applicable, the quantity of food shown should not exceed a single serving size that would be appropriate for consumption by a person of the age depicted).

d. Factual Presentation

- i. Audio or visual presentations must not exaggerate service, product or premium characteristics, such as performance, speed, size, colour, durability, etc.
- ii. The relative size of the product must be clearly established.
- iii. When showing results from a drawing, construction, craft or modelling toy or kit, the results should be reasonably attainable by an average child.
- iv. The words “new,” “introducing,” “introduces” or similar words may be used in the same context in any children's advertising for a period of up to one year only.

e. Product Prohibitions

- i. Products not intended for use by children may not be advertised either directly or through promotions that are primarily child-oriented.
- ii. Drug products, including vitamins, may not be advertised to children, with the exception of children's fluoride toothpastes.

f. Avoiding Undue Pressure

- i. Children must not be directly urged to

purchase or to ask their parents to make inquiries or purchases.

g. Price and Purchase Terms

- i. Price and purchase terms, when used in advertising directed to children, must be clear and complete. When parts or accessories that a child might reasonably suppose to be part of the normal purchase are available only at extra cost, this must be clearly communicated.
- ii. The costs of goods, articles or services in advertising directed to children must not be minimised as by the use of “only,” “just,” “bargain price,” “lowest price(s),” etc.
- iii. The statement “it has to be put together” or a similar phrase in language easily understood by children must be included when it might normally be assumed that an article feature in advertising directed to children would be delivered assembled.
- iv. When more than one product is featured in advertising directed to children, it must be made clear in the advertising which products are sold separately (this includes accessories).

h. Comparison Claims

- i. In advertising to children no comparison may be made with a competitor’s product or service when the effect is to diminish the value of other products or services.

i. Safety

- i. Adults or children must not be portrayed in clearly unsafe acts or situations except where the message primarily and obviously promotes safety.
- ii. Products must not be shown being used in an unsafe or dangerous manner (e.g. tossing a food item into the air and attempting to catch it in the mouth, etc.).

j. Social Values

- i. A range of values that are inconsistent with the moral, ethical or legal standards of contemporary Canadian society must not be encouraged or portrayed.
- ii. Advertising to children must not imply that without the product the child will be open to ridicule or contempt; or that possession or use of a product makes the owner superior (this latter prohibition does not apply to true statements regarding educational or health benefits).

k. General

- i. Advertising to children must:
 - use age-appropriate language that is easily understandable by children of

the age to whom the advertisement is directed;

- refrain from using content that might result in harm to children;
- collect only the information reasonably required to allow the child to engage in the activity, e.g. collect only the minimal amount of personal information sufficient to determine the winner(s) in contests, games or sweepstakes-type of advertising to children;
- limit the advertiser’s right to deal with anyone other than the parents or guardians of children who win a contest, game or sweepstake’s promotion;
- require children to obtain their parent’s and/or guardian’s permission before they provide any information; and make reasonable efforts to ensure that parental consent is given;
- refrain from using the data collected from children to advertise and promote products or services other than those designed for/appropriate for children;
- not attempt to collect from children data related to the financial situation or to the privacy of any member of the family. Furthermore, advertisers must not, and must not ask for permission to, disclose personal information that may identify children to third parties without obtaining prior consent from parents or unless authorized by law. For this purpose, third parties do not include agents or others who provide support for operational purposes of a website and who do not use or disclose a child’s personal information for any other purpose. (*April 2006*)

l. Assessment

- i. Each advertisement shall be judged on its individual merit. (*January 2007*)

INTERPRETATION GUIDELINE #3 – ENVIRONMENTAL CLAIMS

When evaluating complaints involving environmental claims that allegedly are misleading or deceptive, Council may, in exercising its judgment, take into account the standards proposed by the Competition Bureau and the Canadian Standards Association in the Special Publication PLUS 14021, *Environmental claims: A guide for industry and advertisers*. (*November 2008*)

NATIONAL AND REGIONAL CONSUMER RESPONSE COUNCILS

NATIONAL CONSUMER RESPONSE COUNCIL

Tim Binkley, Taxi Canada Inc.
Lorraine Hughes, OMD Canada
Helena Lazar, Publicis
Margo Northcote, creative consultant
Rick Pregent, Draft FCB Canada Ltd.
Jayne Payette, Nestlé Canada Inc.
Stephen Lawson, Hudson's Bay Company
Jeff Shinozaki, Coca-Cola Ltd.
Lisa Jazwinski, Bacardi Canada Inc.
Sharon MacLeod, Unilever Canada
Heather Nobes, Visa Canada
Suzanne Raitt, Canadian Newspaper Association
Stephanie Guran, CBS Outdoor
Michele Erskine†, CBS Outdoor
Teresa Tsuji, The Medical Post
Sarah Crawford, CTVglobemedia
Sandra Wheaton, Canadian Broadcasting Corporation
Randy Otto, Pattison Outdoor Advertising
Renee Bozowsky*
Theresa Courneyea*
Norm Kirk*
Michael Lio*
Peggy Barnwell, Sheridan College*
Barbara Schreier*
Roberta Albert*
Eleanor Friedland, Consumers Council of Canada*

FRENCH CANADA CONSUMER RESPONSE COUNCIL

Raymonde Lavoie, (Chair), DesArts Communication
Manon Beaudoin, Conseil québécois du commerce de détail
Philippe Comeau, LG2
Christiane Dubé, La Presse
John D. Gill, Médias Transcontinental
Paul Hétu†, Association canadienne des annonceurs Inc.
Diane Lapointe, Gaz Métro
Nancy Leggett-Bachand, Hebdom Québec
Sylvain Morissette, AAPQ
Louis-Thomas Pelletier, Sid Lee
Annie Péloquin, Sélection du Reader's Digest (Canada) Ltée
Veronica Piatek, Pfizer Canada Inc.
Joëlle Turgeon†, Société Radio-Canada
Sandra Wheaton, Société Radio-Canada
Ronald Béliard*
Sylvain Desrochers*
Denis Dompierre*
Brigitte Lefebvre*
Alykhanhthi Lynhiavu*

ALBERTA CONSUMER RESPONSE COUNCIL

Pat Sullivan (Chair)*
Cathy Yost, Coaching Insights Inc.
Paige O'Neill, Chinook Centre
Kate Reynolds-Braun, The Globe and Mail
Louise Lutic*, SAIT Information and Communications
Anne Byrne, Pattison Outdoor Advertising
Gary Cobb, The Calgary Herald
Sandra Jonsson, CFCN Television

ATLANTIC CANADA CONSUMER RESPONSE COUNCIL

Michel Bertin, Radio-Canada - Television Sales
Jean Brousseau, Bristol Group
Jay Calnan, Newcap Radio
Heather Crees, McCain Foods (Canada)
Rick Emberley, Bristol Group
Kelly Greenwood*
Elizabeth Braid, SGCI Communications Inc.
Nancy Rubin*, Stewart McKelvey

BC CONSUMER RESPONSE COUNCIL

Alexis Cylwa (Chair), Pacific Press
Pat Conway, Pattison Outdoor Advertising
Jan Evanski, Corus Radio Vancouver
John Leckie, Gowling Lafleur Henderson LLP
Simone Lis, Better Business Bureau of Mainland BC
Dr. Yvonne Martin-Newcombe*, Consumers Council of Canada
Sheryl O'Toole, People's Drug Mart
Andeen Pitt, Wasserman & Partners Advertising
Anne Steele*
Robert Wyckham*

†Alternate

* Public Representative

HOW TO REACH US

HOW TO SUBMIT A CONSUMER COMPLAINT

ASC responds to all consumer complaints in writing. Complaints can be submitted by completing ASC's *Online Complaint Submission Form* (available on our website) or by mail or fax. Here are the five steps to make a written complaint.

1. Include your name, mailing address, phone number, and (if applicable) fax number.
2. Identify the product or service, including the advertiser or brand name.
3. Describe the advertisement. For print advertisements, enclose a copy, if possible. For Internet advertisements, include the website address.
4. Identify where and when the advertisement appeared.
5. Describe your concern about the advertisement.

HOW TO REACH US

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ASC's toll-free information line

To learn more about the consumer complaints process, call our recorded information line at 1 877 656-8646.

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