



Advertising Standards Canada
Les normes canadiennes de la publicité

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For immediate release

ADVERTISING STANDARDS CANADA RELEASES *2007 AD COMPLAINTS REPORT*

TORONTO, March 7, 2008 -- Advertising Standards Canada (ASC) today released its *2007 Ad Complaints Report*. The Report provides information about consumers' complaints submitted to ASC in 2007 for review under the *Canadian Code of Advertising Standards (Code)*.

2007 Complaints snapshot:

- ASC received 1,445 complaints from consumers about 980 advertisements
- 193 complaints, concerning 56 advertisements, were determined to contravene the *Code* by the independent volunteer Consumer Response Councils (Councils)
- The retail advertising category garnered the highest number of complaints (196), followed by food advertising with 177 complaints

"For the third consecutive year, more complaints were submitted to ASC about advertising by retailers than any other category. Consumers cited concerns about advertisements in both traditional media and on the Internet that they believed were inaccurate, lacked clarity, or omitted pertinent information," noted Janet Feasby, Vice President, Standards.

The *2007 Ad Complaints Report*, as well as case summaries of consumers' complaints upheld by the independent Consumer Response Councils, is available on ASC's website (www.adstandards.com).

Advertising Standards Canada is the advertising industry self-regulatory body. ASC administers the *Canadian Code of Advertising Standards*, the principal instrument of advertising self-regulation in Canada, and accepts complaints from consumers about advertising. ASC's members include leading Canadian advertisers, advertising agencies and media organizations.

For more information, contact:

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March 7, 2008

FACT SHEET
Advertising Standards Canada

- ◆ Advertising Standards Canada (ASC) is the national, not-for-profit industry body committed to ensuring the integrity and viability of advertising in Canada through industry self-regulation.
- ◆ ASC's members include leading Canadian advertisers, advertising agencies, media organizations, and suppliers to the advertising industry.
- ◆ ASC administers the *Canadian Code of Advertising Standards*, the principal instrument of advertising self-regulation. The *Code's* clauses help ensure that advertising is truthful, fair and accurate, and are used to evaluate consumers' complaints about advertisements appearing in Canadian media.
- ◆ ASC accepts and responds to written complaints from consumers who have a concern about an advertisement appearing in Canadian media. Complaints can be submitted:
 - online (www.adstandards.com)
 - by letter or fax (Advertising Standards Canada, 175 Bloor Street East, South Tower, Suite 1801, Toronto, Ontario, M4W 3R8, fax (416 961-7904)
 - Complaints that raise potential issues under the *Code* are reviewed and adjudicated by independent, volunteer National and Regional Consumer Response Councils that include both industry and public representatives
 - Upheld complaints are published in ASC's quarterly *Ad Complaints Reports*, which are available on ASC's website (www.adstandards.com).
- ◆ ASC's recorded toll-free line provides information about the *Canadian Code of Advertising Standards* and the process for submitting consumer complaints: 1-877-656-8646.

For more information, contact:

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