



AD COMPLAINTS REPORT

WHAT'S IN THIS REPORT

This report contains statistical information about consumer complaints submitted to Advertising Standards Canada in 2005 for review under the *Consumer Complaint Procedure*. Case summaries about complaints upheld by the national and regional Consumer Response Councils (Councils) from January 1, 2005 to December 31, 2005 are available on ASC's website (www.adstandards.com).

CONSUMERS' COMPLAINTS RECEIVED IN 2005

- 1, 271 complaints were received from consumers
- Of these, 58 complaints, concerning 52 advertisements, were found by the Consumer Response Councils to contravene the *Canadian Code of Advertising Standards*
- Television advertising attracted the highest number of complaints (579) followed by advertising using direct marketing with 176 complaints

CONSUMER HOT BUTTONS FOR 2005

Top-of-mind consumer concerns, as reflected in their complaints to ASC, were:

- advertising that complainants considered “gross” or distasteful
- advertising with adult themes and sexual innuendo, particularly when appearing in media with broad exposure to children
- allegedly inaccurate or misleading advertising messages
- perceived depictions of overly aggressive driving and driving at excessively high speeds



Advertising Standards Canada
Les normes canadiennes de la publicité

2005 YEAR IN REVIEW

In 2005, consumers submitted 1,271 complaints to ASC. Of these, 874 complaints met the acceptance criteria under the *Canadian Code of Advertising Standards (Code)*. The balance (397) were not pursued because they did not meet *Code* acceptance criteria. These included complaints that did not identify a specific advertisement, complaints about advertising that was not current, and complaints about advertising in foreign media.

COMPLAINTS SUMMARY FOR 2005 AND 2004

	2005	2004
Complaints received by ASC	1,271 (804 ads)	1,540 (860 ads)
	↓	↓
Complaints that met <i>Code</i> acceptance criteria	874 (518 ads)	1,116 (560 ads)
	↓	↓
Complaints that raised potential <i>Code</i> issues and forwarded to Council	91 (73 ads)	125 (87 ads)
	↓	↓
Complaints upheld by Council	58 (52 ads)	81 (55 ads)

COMPLAINTS BY CODE CLAUSES

Of the 874 complaints that were pursued, most involved concerns relating to three *Code* clauses:

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

Complaints that raised issues under these clauses were forwarded to ASC's independent, volunteer national and regional Consumer Response Councils (Councils) for adjudication. Councils upheld a total of 58 complaints about 52 advertisements.

CLAUSE 14 (UNACCEPTABLE DEPICTIONS AND PORTRAYALS)

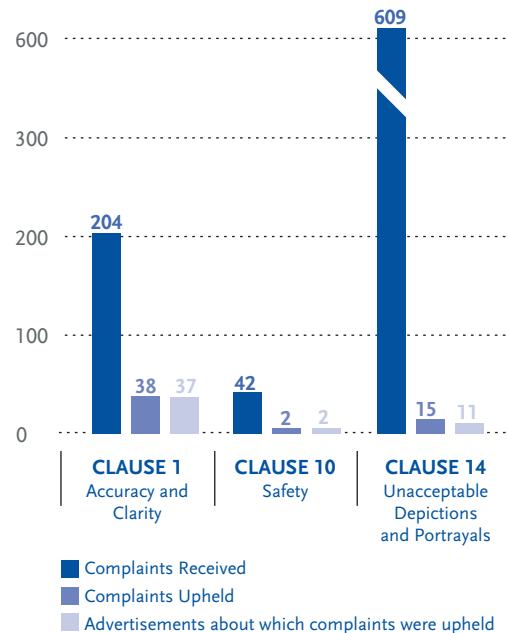
As in previous years, the vast majority of complaints reviewed under Clause 14 (609) cited matters of personal taste or dislike about specific advertisements. However, most of these complaints did not actually raise issues under the specific provisions of this clause. In 2005, Councils upheld 15 complaints about 11 advertisements.

CLAUSE 1 (ACCURACY AND CLARITY)

In 2005, consumers submitted a record number of complaints (204) citing concerns about allegedly misleading or inaccurate advertising (Clause 1). Of those, Councils upheld 38 complaints about 37 advertisements.

CLAUSE 10 (SAFETY)

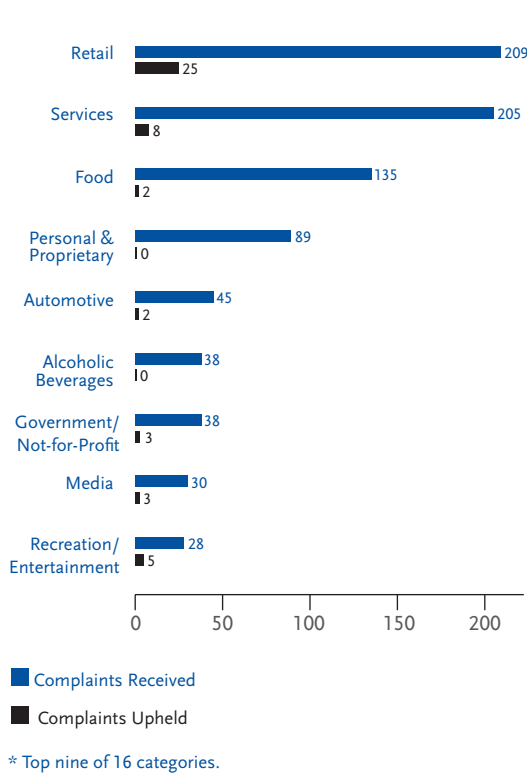
Finally, 42 complainants expressed concerns about advertising they believed displayed a disregard for safety (Clause 10). Of those, Councils upheld two complaints about two advertisements.



COMPLAINTS BY CATEGORY OF ADVERTISING*

Retail advertising garnered the highest number of complaints (209), followed closely by Service advertising with 205 complaints. Complaints falling under both of these categories included advertising in traditional media as well as website advertising. Cases upheld by Councils in these two categories included advertising of such products and/or services as telecommunications, computers, and electronics.

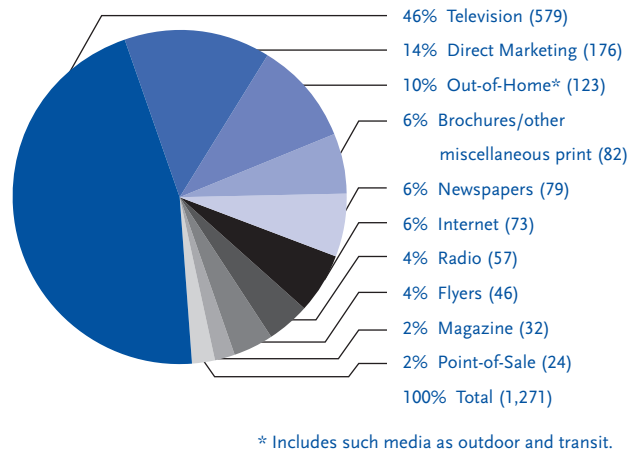
In third place was food advertising (including advertising by food manufacturers, food retailers, and restaurants) with 135 complaints.



COMPLAINTS BY MEDIA

Advertising on television attracted 579 complaints, followed, for the first time, by advertising using direct marketing* with 176 complaints. The high number of complaints in this category can be attributed to one particular direct mail campaign that attracted over 100 complaints. In third place, with 123 complaints, was advertising in the out-of-home medium, including billboard and transit advertising.

* Direct marketing includes advertising targeted to individuals, rather than a mass audience using selling techniques such as direct mail.



TOP-OF-MIND CONSUMER CONCERNS

Top-of-mind consumer concerns, as reflected in their complaints to ASC, were:

- advertising that complainants considered “gross” or distasteful
- advertising with adult themes and sexual innuendo, particularly when appearing in media with broad exposure to children
- allegedly inaccurate or misleading advertising messages
- perceived depictions of overly aggressive driving and driving at excessively high speeds

CORRECTING MISTAKES IN RETAIL ADVERTISING

HOW TO CORRECT MISTAKES AND INACCURACIES IN RETAIL ADVERTISING

When a Consumer Response Council (Council), upon hearing a consumer complaint, finds that a retail advertisement contains an erroneous or misleading claim, the *Canadian Code of Advertising Standards* (*Code*) requires the retail advertiser to “provide a correction advertisement that appears in consumer-oriented media addressed to the same consumers to whom the misleading advertisement was originally directed”.

The following guidelines will help retail advertisers understand what constitutes appropriate corrective advertising under the *Code*.

CORRECTING MISTAKES IN RETAIL PRINT ADVERTISING

Upon learning of a mistake in their advertising, retail advertisers should:

- immediately withdraw the advertisement containing the error from further publication or exposure, and
- correct the error and, without delay, publish a correction advertisement in the same medium as the original advertisement (i.e., flyer, newspaper, etc.).

The correction advertisement must draw the mistake to attention of consumers.

Council also recommends that a similar kind of correction notice, with similar content, be prominently posted at retail outlets.

CORRECTING MISTAKES IN RETAIL WEBSITE ADVERTISING

The same principles apply to errors in advertising on retailers’ own websites. The only difference is that the advertisement to correct the erroneous website advertising should be posted in close proximity to

where the original website advertisement appeared. The correction advertisement on the website should say that the original information was wrong, how it was wrong, and that the error has subsequently been corrected.

An in-store corrective advertisement should also be prominently displayed to bring the error and its correction to the attention of in-store customers.

Councils have repeatedly said that when retail advertising on the web or other media violates the *Code*, in addition to correcting the mistake on their websites, retail advertisers should both inform the public that an error occurred and explain what the error was.

For retail advertisers to limit their corrective action to fixing an advertising error but not informing the public that an error occurred would be to presume that no member of the public saw and was affected by the misrepresentation in the first place. But based on Council’s considerable experience in handling such complaints, this is not a correct assumption.

The only certain way to avoid the negative effects on the public caused by an advertising error is to correct the error before the advertising is released to public. Otherwise the above-described procedure should be honoured. If followed, these guidelines should help to minimize the possibility of consumer dissatisfaction and complaints to ASC about misleading retail advertising, wherever it appears.

Advertisers that comply with the requirement under the *Code* to run advertisements in a timely fashion to correct misinformation and misimpressions conveyed in the retailer’s earlier advertisements will not be identified by name in the summaries of upheld complaints published in ASC’s quarterly *Ad Complaints Reports*.

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 vital, current, and relevant in a contemporary context.

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 quarterly *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 (Councils). These Councils, which include senior industry and public representatives, are located 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.

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. The *Interpretation Guidelines* can be found on ASC's website (www.adstandards.com).

2005 CODE AMENDMENT

The *Canadian Code of Advertising Standards (Code)* was first published in 1963, and is regularly updated to ensure it remains vital, relevant and current. Since the 2003 *Code* revision, ASC received numerous complaints from consumers about depictions in advertisements they believed condoned or encouraged bullying behaviour.

To ensure the provisions of the *Code* address this important societal concern, in October 2005, ASC's Board of Directors approved an amendment to Clause 14 (Unacceptable Depictions and Portrayals).

Clause 14(b) was amended (new text appears in bold) to provide that: "Advertisements shall not...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".

NATIONAL AND REGIONAL CONSUMER RESPONSE COUNCILS

NATIONAL CONSUMER RESPONSE COUNCIL

Roberta Albert*
 Tim Binkley, Dometown Partners
 Renee Bozowsky*
 Solange Brard, Bell Canada
 Dave Champion, Best Buy Canada Ltd.
 Theresa Courneyea*, Consumers' Association of Canada
 Paul Dillon, Greyhound Canada
 Eleanor Friedland*
 Stephanie Guran, Michelle Erskine†, Viacom Outdoor Canada
 Lorraine Hughes, OMD Canada
 Norm Kirk*
 Stephen Lawson, Hudson's Bay Company
 Helena Lazar, Publicis
 Michael Lio*, Lio & Associates
 Peggy Molloy-Vickers*, Sheridan College
 Margo Northcote
 Randy Otto, Pattison Outdoor Advertising
 Jayne Payette, Nestlé Canada Inc.
 Rick Pregent, FCB Canada Ltd.
 Suzanne Raitt, Canadian Newspaper Association
 Barbara Schreier*
 Jeff Shinozaki, Coca-Cola Ltd.
 Teresa Tsuji, Rogers Media Inc.
 Angus Tucker, John St. Advertising
 Mark Wakefield, Unilever Canada Inc.
 Sandra Wheaton, Canadian Broadcasting Corporation

FRENCH CANADA CONSUMER RESPONSE COUNCIL

Raymonde Lavoie (Chair), DesArts Communication
 Manon Beaudoin, Conseil québécois du commerce de détail
 Marie-Hélène Beaulieu*, Option Consommateurs
 Ronald Béliard*, Communautés culturelles
 Sylvie Bolduc, Palm Arnold Communication
 Pascal Chandonnet†, Palm Arnold Communication
 Sylvie Chavanne†, TQS
 Philippe Comeau, LG2
 Paule Desautels, Bell Canada
 Roma Desjardins*, Association des consommateurs du Canada
 Sylvain Desrochers*, Université de Montréal
 Denis Dompierre*, Communications et Société
 Christiane Dubé, La Presse
 Geneviève Durocher*, Représentante Jeunesse
 René Carier, Publicité Club de Montréal
 Sylvie Gaudreau, TQS
 John D. Gill, Transcontinental Media G.P.
 Jean-Philippe Guillemette, LG2
 Trevor Ham, Playground
 Eve-Marie Hamel*, Représentante Jeunesse
 Paul Hétu, Association canadienne des annonceurs
 Nancy Leggett-Bachand, Hebdo Québec

Guylaine Lehoux, Gaz Métro
 Alykhanthi Lynhiavu*, Communautés culturelles
 Bertrand Ouellet*†, Communications et Société
 Louis-Thomas Pelletier, Diesel Marketing Inc.
 Christiane Sauvé*
 Yves St-Amand, Association des agences de publicité du Québec
 Sandra Wheaton, Société Radio-Canada
 Claude Perrault†, Société Radio-Canada
 Joëlle Turgeon†, Société Radio-Canada

ALBERTA CONSUMER RESPONSE COUNCIL

Pat Sullivan (Chair), Highwood Communications Ltd.
 Anne Byrne, Pattison Outdoor Advertising
 Gary Cobb, The Calgary Herald
 Shane Goth, Calder Bateman Communications
 Sandra Jonsson, Kerry MacPherson†, CFCN Television
 Tim Loblaw *, South Alberta Institute of Technology
 Keith Martin*, Consumer Services Division, Consumer Affairs
 Darrell Paul, CJAY 92 FM Radio
 Kate Reynolds-Braun*, Calgary Learning Centre
 Paige Thomlinson, Chinook Centre
 Cathy Yost, Coaching Insights Inc.

ATLANTIC CANADA CONSUMER RESPONSE COUNCIL

Blair Hyslop (Chair), McCain International
 Michel Bertin, Télévision Radio-Canada Television
 Elizabeth Braid, SGC Communications Inc.
 Jean Brousseau, Bristol Group
 Jay Calnan, Metro Radio Group
 Rick Emberley, Bristol Group
 Kelly L. Greenwood*, Patterson Palmer
 Denise Moore*, Nova Scotia Advisory Council on the Status of Women
 Steve Poirier, Moosehead Breweries Ltd
 Nancy G. Rubin*, Stewart McKelvey Stirling Scales
 Tracey Thomas*, Black Business Initiative

BC CONSUMER RESPONSE COUNCIL

Alexis Cylwa (Chair), Pacific Press
 Pat Conway, Pattison Outdoor Advertising
 Christopher Gouglas, Best Buy Canada Ltd.
 John Leckie, Gowling Strathy & Henderson
 Simone Lis *, Better Business Bureau
 Brett Manlove, CanWest MediaWorks Inc.
 Eric Ommundsen, Intrawest Corporation
 Sheryl O'Toole*
 Andeen Pitt, Wasserman & Partners Advertising
 Anne Steele*
 Neil Sweeney, Labatt Breweries of Canada
 Robert Wyckham*

† Alternate

* Public Representative

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AIM Trimark Investments
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 Association of Québec Advertising Agencies (AAPQ)
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 Bacardi Canada Inc.
 Baker & McKenzie
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 Bayer Inc.
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 COGECO Inc.
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 Consumers Council of Canada
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 CTV Television Inc.
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 DDB Canada - Toronto
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 GlaxoSmithKline Consumer Healthcare
 Government of Canada
 Government of Ontario - Advertising Review Board
 Gowling Lafleur Henderson LLP
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 Grip Limited
 H.J. Heinz Company of Canada Ltd.
 Hasbro Canada Corporation
 Heenan Blaikie LLP
 Hershey Canada Inc.
 Hertz Canada Limited
 Hilroy, A Meadwestvaco Company
 Homeocan
 Hooey Remus, Barristers & Solicitors
 Hudson's Bay Company
 Hume Imaging Inc.
 Institute of Communications and Advertising
 itoys Inc.
 Johnson & Johnson Inc.
 Kellogg Canada Inc.
 K'Nex Industries Inc.
 Kraft Canada Inc.
 Labatt Brewing Company Limited
 Lang Michener LLP
 Legault Joly Thiffault S.E.N.C.
 Lego Canada Inc.
 Loblaw Company Limited
 L'Oréal Canada Inc.
 Maple Leaf Foods Inc.
 Maritz Research
 Mattel Canada Inc.
 McCain Foods (Canada)
 McCarthy Tétrault LLP
 McDonald's Restaurants of Canada
 McMillan Binch Mendelsohn LLP
 Mega Bloks
 MGA Entertainment Canada
 MIJO Corporation
 Miller Thomson LLP
 Millward Brown Canada, Inc.
 Molson Canada
 Moosehead Breweries Limited
 NDMAC
 Nestlé Canada Inc.
 Nielsen Media Research Limited
 Nintendo of Canada Ltd.
 Novartis Consumer Health Canada Inc.
 Ontario Egg Producers
 Osler, Hoskin & Harcourt LLP
 Out-of-Home Marketing Association of Canada
 Padulo Integrated Inc.
 Panasonic Canada Inc.
 Parmalat Canada
 Pattison Outdoor Advertising
 Pelmorex Inc.
 Pepsi-QTG Canada
 Pfizer Canada Inc.
 Pfizer Consumer Healthcare
 Procter & Gamble Inc.
 Publicis
 R.S. Engle Professional Corporation
 RE/MAX Promotions Inc.
 Reckitt Benckiser (Canada) Inc.
 Retail Council of Canada
 Rogers Media Inc.
 Rothmans, Benson & Hedges Inc.
 S.C. Johnson & Son, Limited
 Schering Canada Inc.
 Scott Paper Limited
 Shell Canada Products
 Sleeman Brewing and Malting Co.
 Smith, Nixon & Co. LLP
 Spin Master Ltd.
 Spirits Canada
 SSL Canada Inc.
 St. Joseph Media
 TD Bank Financial Group
 The Beer Store
 The Canadian Salt Company Limited
 The Clorox Company of Canada Ltd.
 The Globe and Mail
 The Reader's Digest Association (Canada) Ltd.
 The TDL Group Corp.
 The Toronto Star
 Thinkway Toys
 TNS Canadian Facts
 Toronto Transit Commission
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 Unilever Canada Inc.
 Visa Canada Association
 Welcome Wagon Ltd.
 Weston Bakeries Limited
 Wrigley Canada
 Wyeth Consumer Healthcare Inc.
 YUM Restaurants International

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 and phone 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.
4. Identify where and when the advertisement appeared.
5. Describe your concern about the advertisement.

Advertising Standards Canada

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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.

The 2005 *Ad Complaints Report* is published by Advertising Standards Canada, the national industry body committed to fostering community confidence in advertising.

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