

# AD COMPLAINTS REPORT



## WHAT'S IN THIS REPORT

This report contains statistical information about consumer complaints submitted to Advertising Standards Canada in 2007 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, 2007, to December 31, 2007, are available on ASC's website ([www.adstandards.com](http://www.adstandards.com)).

### 2007 COMPLAINTS SNAP SHOT

- 1,445 complaints were received from consumers
- Of these, 193 complaints, involving 56 advertisements, were found by the Consumer Response Councils to contravene the *Code*
- Retail advertising garnered the highest number of complaints (196)

### CONSUMER HOT BUTTONS

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

- advertisements complainants found frightening and/or disturbing
- advertisements complainants perceived to depict women in a derogatory manner
- advertisements complainants alleged were inaccurate or misleading
- depictions of driving in advertisements that complainants perceived to be overly aggressive and/or at excessively high speeds



# YEAR IN REVIEW

In 2007 consumers submitted 1,445 complaints to ASC — a 40 per cent increase from 2006, when 1,040 complaints were received. The increase can be attributed to the fact that in 2007, there were more advertisements that generated multiple complaints than in the previous year. For example, three television commercials accounted for over 150 complaints.

Of the total number of complaints submitted by consumers to ASC in 2007, 1,069 complaints met the criteria for acceptance under the *Canadian Code of Advertising Standards (Code)*. The balance (376) could not be pursued because they did not fall within the *Code* acceptance criteria. These included complaints of a general nature that did not identify a specific advertisement, complaints about advertising that was not current, and complaints that did not meet the *Code* definition of advertising.

## COMPLAINTS SUMMARY FOR 2006 AND 2007

	2006	2007
Complaints received by ASC	1,040 (723 ads)	1,445 (980 ads)
	↓	↓
Complaints that met <i>Code</i> acceptance criteria	696 (448 ads)	1069 (669 ads)
	↓	↓
Complaints that raised potential <i>Code</i> issues and were forwarded to Council	115 (57 ads)	241 (83 ads)
	↓	↓
Complaints upheld by Council	95 (40 ads)	193 (56 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 1,069 complaints that were pursued, almost all involved concerns relating to three *Code* clauses:

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

Complaints that raised issues under one of more *Code* clauses were forwarded to ASC’s independent, volunteer national and regional Consumer Response Councils (Councils) for adjudication. Councils reviewed 241 complaints and upheld a total of 193 complaints about 56 advertisements.

### Clause 14 (Unacceptable Depictions and Portrayals)

Historically, most complaints reviewed under this clause relate to matters of personal taste or objections to specific advertisements. This was also true in 2007, when 647 complaints were reviewed under Clause 14. However, the vast majority of these complaints did not give rise to issues under any of the provisions of this clause.

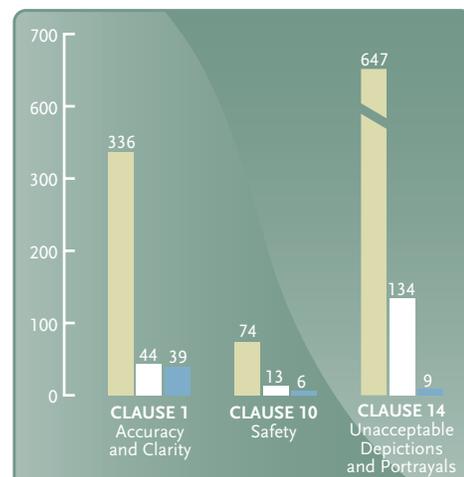
Complaints that did raise issues under Clause 14 were adjudicated by Councils, which upheld 134 complaints about nine advertisements. These included advertisements that Councils found depicted women and men in a derogatory or demeaning manner, encouraged violence, or condoned bullying.

### Clause 1 (Accuracy and Clarity)

In 2007, 336 complaints involving allegations of misleading or inaccurate advertising were reviewed by ASC under Clause 1. Of these, Councils upheld 44 complaints about 39 advertisements. More advertisements were found to contravene this clause than any other *Code* clause. These included advertising that contained pricing errors, omitted relevant information, or did not clearly and understandably state all pertinent details.

### Clause 10 (Safety)

Finally, 74 complaints cited concerns about advertisements that complainants believed displayed a disregard for safety (Clause 10). Of these, Councils upheld 13 complaints about six advertisements.

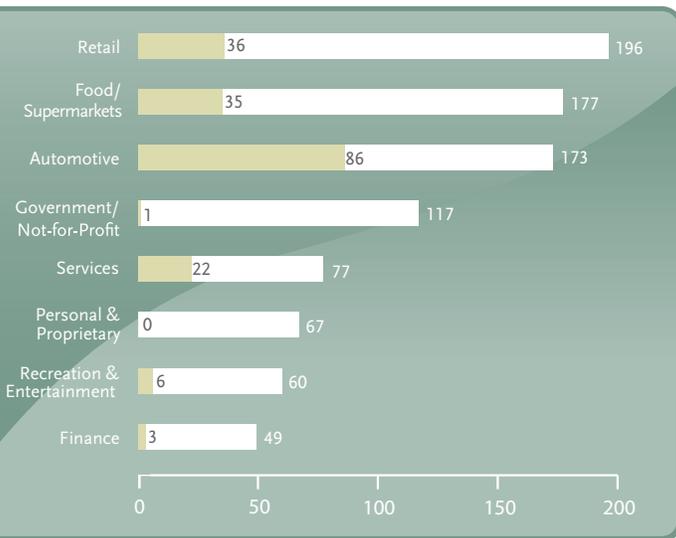


■ Complaints Pursued  
 □ Complaints Upheld  
 ■ Advertisements about which complaints were upheld

# 2007

## COMPLAINTS BY CATEGORY OF ADVERTISING

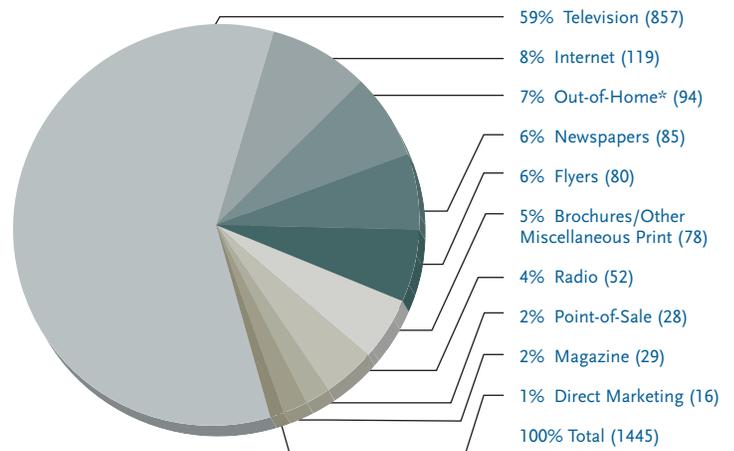
For the third consecutive year, retail advertising garnered the highest number of complaints (196). In second place was food advertising (including advertising by food manufacturers, food retailers and restaurants) with 177 complaints. The automotive category followed closely with 173 complaints. This category includes advertising by both automobile manufacturers and dealers.



□ Complaints Received    ■ Complaints Upheld

## COMPLAINTS BY MEDIA

As always, advertising on television generated the highest number of complaints – 857 – followed by advertising on the Internet with 119. Advertising in the out-of-home medium, including billboard and transit advertising, came in third place with 94 complaints.



\* Includes such media as outdoor and transit.

## CONSUMER HOT BUTTONS

In 2006, ASC noted an increase in complaints about advertising consumers found frightening or disturbing. This theme continued in 2007 with numerous complaints involving television commercials that complainants found distressing and upsetting.

As well, a number of complaints cited concerns about advertising consumers perceived to depict women in a derogatory and demeaning manner.

And, as in previous years, consumers' complaints to ASC reflected concerns about allegedly misleading retail advertising and concerns about advertising that they perceived depicted overly aggressive driving and/or driving at excessively high speeds.

## ADVISORY ON ENVIRONMENTAL CLAIMS ADVERTISING: WHEN GREEN IS NOT REALLY GREEN

Concerns about the environment and global warming are in the public's mind as never before, and advertisements that include environmental claims are becoming more and more prevalent.

In their desire to convince consumers that a product causes no harm and may even benefit the environment, making claims that don't exaggerate a product's benefit or minimize its negative impact must seem to many advertisers to be like a high-wire act without a safety net.

This Advisory is intended to provide guidance to advertisers and the public about circumstances in which "green" advertising claims may raise issues under the *Canadian Code of Advertising Standards*.

While ASC is only now starting to hear complaints from consumers about advertisements they believe make misleading environmental claims, this issue is not new in other jurisdictions, such as the UK.

Examples, in the past year, of "green" claims that the UK's Advertising Standards Authority found were misleading included:

- a claim by an energy company about the impact of planting trees to offset carbon emissions produced by its customers,
- claims by automobile manufacturers that were found to suggest that the carbon emissions produced by their vehicles were lower than those of other vehicles,
- a claim by an energy company that its direct mail was produced with paper that was "100 per cent environmentally friendly."

For additional examples of claims that were found in the UK to be misleading and violated UK advertising industry codes, please look at recent adjudications of the UK's Advertising Standards Authority at [www.asa.org.uk](http://www.asa.org.uk).

In Canada, in most cases, allegedly misleading environmental claims are evaluated under Clause 1 (Accuracy and Clarity) of the *Canadian Code of Advertising Standards*. That clause provides, in part:

*"(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..."*

Whether any particular "green" claim actually raises an issue under Clause 1 depends on various factors. These include:

1. Does the environmental benefit claimed for the product appear to be supported by science-based evidence?
2. Is the scientific evidence that is being used to substantiate the claim generally well-recognized and accepted by authorities on the subject?
3. Is the advertisement unbalanced by singling out one environmentally positive attribute of the product while ignoring other characteristics or issues that may be harmful to the environment?
4. Does the advertisement make absolute and unqualified claims, such as "environmentally friendly" or "not harmful to the environment"? Or does the advertiser qualify its claims by appropriately communicating a product's limitations?

Consumers have a difficult time finding reliable information on which to base buying decisions about products that make claims about environmental benefits. "Green" advertising is a useful way to communicate important information to consumers who want to make responsible and environmentally conscious choices between competing products that claim to respect the environment. Following the advice and comments in this advisory can help advertisers make "green" claims that are truthful, fair, accurate and in compliance with the *Code*.

Additional guidance about environment impact statements that are acceptable may be found in the Canadian Standards Association International's standard on environmental claims. This standard (CAN/CSA-ISO 14021-00) identifies specific requirements about environmental claims and the accepted use of environmental terms and symbols.

Canada's Competition Bureau has partnered with the CSA to develop a best practices guide for self-declared environmental claims. In addition to serving as a best practices guide for self-declared environmental claims, the document will also provide assistance to industry and advertisers in complying with the *Competition Act*, the *Consumer Packaging and Labelling Act* and the *Textile Labelling Act*. The Guide is expected to be released in spring 2008.

# 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 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. 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.

# 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 market place 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

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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 two Interpretation Guidelines that provide guidance regarding the use of humour and fantasy in advertising and advertising to children, respectively.

## **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)

# 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  
Angus Tucker, John St. Advertising  
Rick Pregent, Draft FCB Canada Ltd.  
Jayne Payette, Nestlé Canada Inc.  
Stephen Lawson, Hudson's Bay Company  
Jeff Shinozaki, Coca-Cola Ltd.  
Solange Brard, Bell Canada  
Sharon MacLeod, Unilever Canada  
Suzanne Raitt, Toronto Star  
Richard Peirce, Canadian Newspaper Association  
Stephanie Guran, 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\*  
Barbara Schreier\*  
Roberta Albert\*  
Eleanor Friedland\*

## FRENCH CANADA CONSUMER RESPONSE COUNCIL

Raymonde Lavoie, (Chair), DesArts Communication  
Manon Beaudoin, Conseil québécois du commerce de détail  
Ronald Béliard\*  
Sylvie Chavanne, TQS Inc.  
Philippe Comeau, LG2  
Fabien Fourmanoit, Bell Canada  
Roma Desjardins\*, Association des consommateurs du Canada  
Sylvain Desrochers\*, Université de Montréal  
Denis Dompierre\*, Communications et Société  
Christiane Dubé, La Presse, Marketing  
Sylvie Gaudreau, TQS Inc.  
John D. Gill, Médias Transcontinental  
Paul Hétu†, Association canadienne des annonceurs Inc.  
Nancy Leggett-Bachand, Hebdom Québec  
Guylaine Lehoux, Gaz Métro  
Alykhanhthi Lynhiavu\*  
Sylvain Morissette, Association des agences de publicité du Québec  
Bertrand Ouellet\*†, Communications et Société  
Louis-Thomas Pelletier, Sid Lee  
Claude Perrault†, Société Radio-Canada  
Joëlle Turgeon†, Société Radio-Canada  
Sandra Wheaton, Société Radio-Canada

## ALBERTA CONSUMER RESPONSE COUNCIL

Pat Sullivan (Chair), Pneuma Consulting  
Cathy Yost, Coaching Insights Inc.  
Paige O'Neill, Chinook Centre  
Tim Dionne, Shell Canada Products  
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, GCP Bristol  
Jay Calnan, Metro Radio Group  
Rick Emberley, The Bristol Group  
Kelly Greenwood\*  
Elizabeth Braid, SGCI Communications Inc.  
Denise Moore\*, NS Advisory Council on the Status of Women  
Nancy Rubin\*, Stewart McKelvey Stirling Scales  
Tracey Thomas\*, Black Business Initiative

## BC CONSUMER RESPONSE COUNCIL

Alexis Cylwa (Chair), Pacific Press  
Andeen Pitt, Wasserman & Partners Advertising  
Anne Steele\*  
Robert Wyckham\*  
Pat Conway, Pattison Outdoor Advertising  
John Leckie, Gowling Lafleur Henderson LLP  
Simone Lis, Better Business Bureau  
Sheryl O'Toole, People's Drug Mart

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

## HOW TO REACH US

Advertising Standards Canada  
175 Bloor Street East  
South Tower, Suite 1801  
Toronto, Ontario  
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Email: [info@adstandards.com](mailto:info@adstandards.com)  
Web: [www.adstandards.com](http://www.adstandards.com)  
Fax: 416 961-7904

Les normes canadiennes de la publicité  
2015 Peel Street  
Suite 915  
Montreal, Quebec  
H3A 1T8

Email: [info@normespub.com](mailto:info@normespub.com)  
Web: [www.normespub.com](http://www.normespub.com)  
Fax: 514 931-2797

### ASC's toll-free information line

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