



Advertising Standards Canada  
Les normes canadiennes de la publicité

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**For immediate release**

**ADVERTISING STANDARDS CANADA RELEASES  
AD COMPLAINTS REPORT – 2015 YEAR IN REVIEW**

**TORONTO, April 13, 2016** -- Advertising Standards Canada (ASC) today released its [Ad Complaints Report – 2015 Year in Review](#). The *Report* provides information about consumers' complaints submitted to ASC in 2015 for review under the *Canadian Code of Advertising Standards*.

**Complaints Snapshot:**

- 1,774 complaints submitted about 1,135 advertisements
- 56% of pursued complaints alleged inaccurate or misleading advertising
- 273 complaints received about advertising by non-commercial organizations – the highest by sector
- 242 complaints about 50 advertisements upheld by Standards Councils

“As in previous years, Canadians’ primary concern involved ads they believed were misleading or inaccurate. In 2015, more than 100 complaints related to advertising claims that could not be substantiated,” stated Janet Feasby, Vice President, Standards at ASC.

The *2015 Ad Complaints Report*, as well as case summaries of consumers’ complaints upheld by the Standards Councils are available at: [adstandards.com](http://adstandards.com)

**About ASC**

Advertising Standards Canada is the national 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. Complaints are adjudicated by independent volunteer Standards Councils that include industry and public representatives.

**For more information, contact:**

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