Advertising Industry Self-Regulation

Presented to the National Association of Attorneys General
Seattle, Washington
June 15, 2010

C. Lee Peeler
President, National Advertising Review Council
EVP, National Advertising, CBBB
the Journal of consumer affairs

An official publication of the American Council on Consumer Interests since 1967
Are Consumers Disadvantaged or Vulnerable?  
An Examination of Consumer Complaints to the Better Business Bureau

“The Better Business Bureau is the third-party complaint agency most commonly used by dissatisfied customers who are unable to obtain redress companies ... .”
## US BBB Complaint Statistics – 2009

<table>
<thead>
<tr>
<th>Industry</th>
<th>Complaints</th>
<th>Complaint Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>948,305</td>
<td></td>
</tr>
<tr>
<td>Cellular Telephone Service and Supplies</td>
<td>36,086</td>
<td>1</td>
</tr>
<tr>
<td>Television – Cable, CATV &amp; Satellite</td>
<td>32,158</td>
<td>2</td>
</tr>
<tr>
<td>Banks</td>
<td>29,824</td>
<td>3</td>
</tr>
<tr>
<td>Auto Dealers – New Cars</td>
<td>26,019</td>
<td>4</td>
</tr>
<tr>
<td>Internet Shopping</td>
<td>21,154</td>
<td>5</td>
</tr>
<tr>
<td>Collection Agencies</td>
<td>15,628</td>
<td>6</td>
</tr>
<tr>
<td>Auto Dealers – Used Cars</td>
<td>13,235</td>
<td>7</td>
</tr>
<tr>
<td>Telephone Companies</td>
<td>13,166</td>
<td>8</td>
</tr>
<tr>
<td>Auto Repair and Service</td>
<td>13,410</td>
<td>9</td>
</tr>
<tr>
<td>Furniture – Retail</td>
<td>12,313</td>
<td>10</td>
</tr>
</tbody>
</table>
Start with Trust

The Council of Better Business Bureaus is the network hub for BBBs in the US and Canada. It works to:

- Foster honest, responsive relationships between businesses, consumers.
- Instills consumer confidence.
- Contributes to trustworthy marketplace.
The first BBB was founded in 1912. Today, 122 BBBs serve communities across the U.S. and Canada, evaluating and monitoring more than 3 million local and national businesses and charities.
National Advertising Programs

• **NAD – 1971**: Developed in response to consumers’ concerns about truth and accuracy in advertising.

• **CARU – 1974**: Chartered to assure that advertisers would take special care in addressing advertising messages to a vulnerable audience.

• **ERSP – 2004**: Developed at the request of ERA to help combat a negative perception of direct-response marketing and monitor industry “outliers.”

• **Initiative – 2006**: Formed to address broad public concern over advertising and childhood obesity.

• **NAD/CRN – 2007**: Created in cooperation with the Council for Responsible Nutrition to expand NAD’s review of dietary-supplement advertising and rein in outrageous claims.
Thank you.

For more information, please visit us on the Web @
www.narcpartners.org
Green Marketing

Clorox (GreenWorks) Report #5089 (October/November 2009)
“Advanced Fiber Network”
“Nutrients Equal to 2 Servings of Fruit”