



Advertising Industry Self-Regulation

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Start With Trust[®]



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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

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



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.



BBB – Recognized Authority on Marketplace Ethics

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.

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Green Marketing

Clorox (GreenWorks) Report #5089 (October/November 2009)

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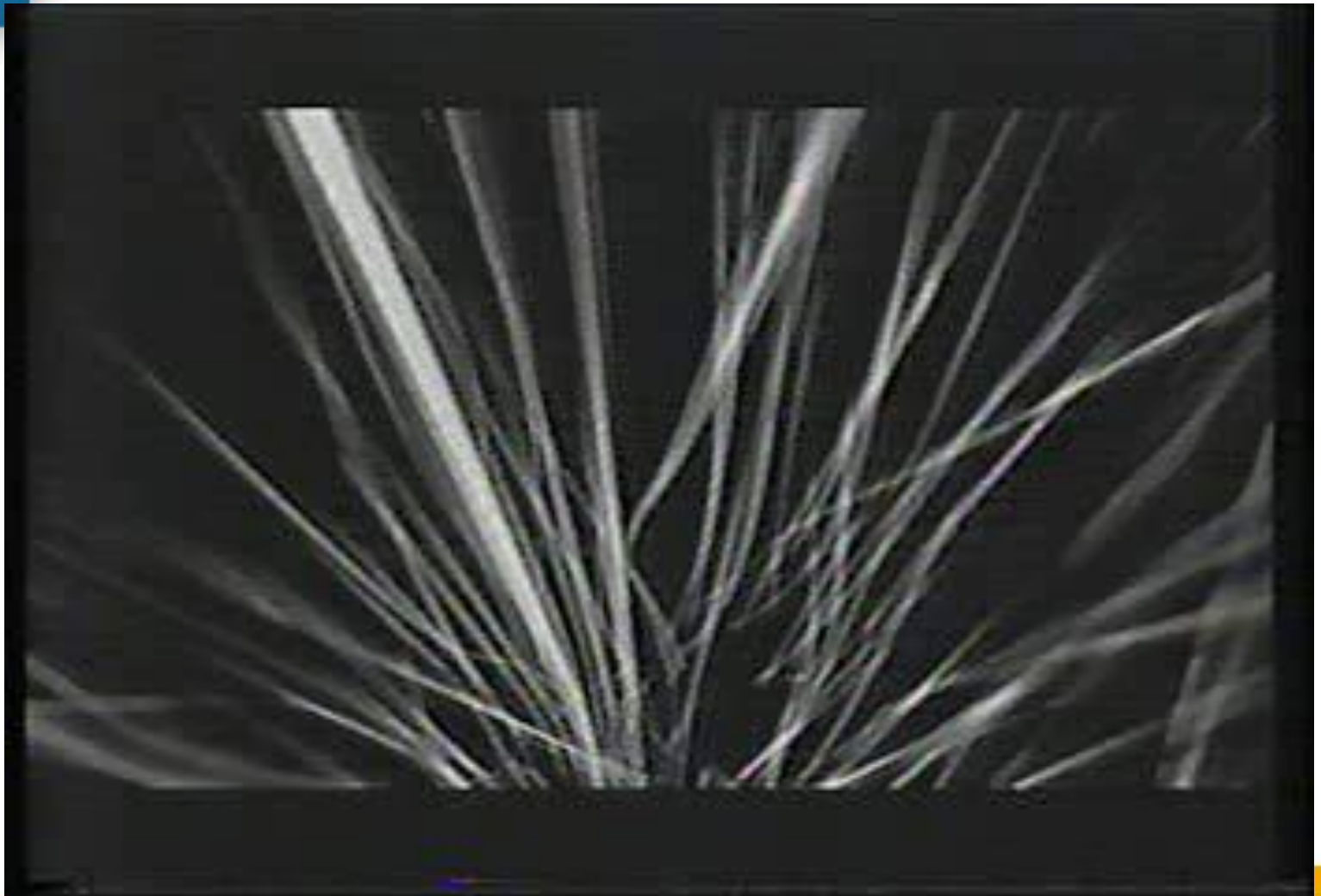
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