



Advertising Standards Canada
Les normes canadiennes de la publicité

175 Bloor Street East
South Tower, Suite 1801
Toronto, Ontario M4W 3R8

☎ 416 961-6311
📠 416 961-7904
www.adstandards.com

175, rue Bloor Est
Tour Sud, bureau 1801
Toronto (Ontario) M4W 3R8

☎ 416 961-6311
📠 416 961-7904
www.normespub.com

Via email: eric.ferron@cb-bc.gc.ca

May 12, 2009

Mr. Eric Ferron
Competition Bureau
50 Victoria Street
Gatineau, QC K1A 0C9

Dear Mr. Ferron:

**Re: Advertising Standards Canada's Response to Consultation on Draft
Information Bulletin on Consumer Rebate Promotions**

This is in response to the Competition Bureau's request for comments on its draft Consumer Rebate Promotions Bulletin (Bulletin).

Advertising Standards Canada (ASC) is the advertising industry national self-regulatory body committed to creating and maintaining community confidence in advertising. ASC administers the *Canadian Code of Advertising Standards (Code)*, the principal instrument of advertising self-regulation in Canada. The *Code's* clauses set the criteria for acceptable advertising and are used to evaluate consumer concerns about advertising messages in Canada.

ASC regularly receives complaints from consumers about allegedly confusing and misleading consumer rebate promotions. In 2003, ASC's volunteer Consumer Response Council upheld a number of complaints about unclear rebate advertisements that were found to contravene Clause 1 (Accuracy and Clarity) of the *Code*. To provide guidance to advertisers in developing compliant rebate advertising ASC published an Advisory in its *2003 Ad Complaints Report*. Attached, for your information, is a copy of the document.

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In ASC's view the Competition Bureau's draft Bulletin will provide helpful advice and best practices for the advertising industry on how to design clear and understandable consumer rebate promotions that would not contravene the *Competition Act* and other statutes.

Thank you for providing ASC with the opportunity to comment on the Bulletin.

Sincerely,



Janet Feasby
Vice President, Standards

Attachment

cc. Andrea Rosen, Deputy Commissioner of Competition