

Advertising Aimed at Youth

Exercise



Did you know that advertising aimed at people under the age of 13 is not allowed in Quebec?

This restriction includes ads on the television and radio, in newspapers and on the Internet and posters, as well as promotional items.

There are exceptions, of course. For example, advertising aimed at children under the age of 13 is allowed in these cases:

- The ad appears in a children's magazine published every three months or more.
- The ad is for a children's show.
- The ad is for educational purposes, such as a safety campaign.

Even in these cases, the ad must follow very specific rules to protect children, who can be easily influenced.

For example, a business cannot lead children to believe that a certain toy is the best there is and that they will be better than other people if they have it.

Advertising Is a Promise

Imagine that you are shopping with your friends and notice an ad in a store window. The offer is unbelievable! The special seems too good to be true. You think there must be a catch. The store must offer what it advertised because an ad is like a promise.

Respecting Advertisements

Businesses can't replace a product offered in an ad with a different product.

This is true no matter what type of advertising is used:

- television commercial
- brochure or pamphlet
- billboard
- label
- etc.

This means you can insist on receiving the products or services advertised.

For example, if a driving school advertises that it offers driving lessons for both manual and automatic cars, it cannot turn around and offer lessons for automatic cars only.

If you sign a contract with a business after you see an ad, the business must respect the ad, even if what the ad says is not written in the contract.

Important! You must pay attention to exactly what the ad says. The fine print might say that the offer does not apply in certain circumstances. For example, you might have to meet specific conditions to get the sale price.

False Advertising Is Not Allowed!

Businesses can't use false or misleading advertising.

An ad is misleading if it has words or images that lead you to believe something that is false. In other words, the ad can't try to convince you to buy something by telling you lies.

For example, an ad can't lead you to believe that a computer has a high-definition screen if it doesn't.

What Can You Do?

If the product or service is different from the one advertised, or if the ad is misleading, you have these rights:

- to purchase the item described in the ad

OR

- to pay a lower price for the different product, if you want to buy it

OR

- to get a refund for something you already bought

If you can't reach an agreement with the seller, you can contact the Office de la protection du consommateur (consumer protection bureau) for help settling your issue.

Advertising Aimed at Youth

Quiz

1. Why do you think Facebook and Instagram ask their users to be at least 13 years old?

2. You go to the store to buy miracle diet pills that you saw in an ad on TV. However, after taking them for a month, you realize that they aren't causing you to lose weight. What avenues of recourse do you have?

First,

If that doesn't work, I can

3. Are these fictional situations illegal? Explain your answer.

a) A stuffed animal company puts up posters inside an elementary school that say, "Super Stuffed Animal will become your best friend with its super-hug powers".

LEGAL **ou** **ILLEGAL**

b) The Enchanted Puppets troupe hands out flyers for its shows.

LEGAL **ou** **ILLEGAL**
