

# Toy Ads: CARU Cites Toy Ad Maker

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## Blue Man Group Television Ad Referred to FTC

By John Eggerton – Broadcasting &  
Cable, 3/1/2007

The [Children's Advertising Review  
Unit](#) (CARU) of the Better

Business Bureau has concerns  
about a TV ad

for a musical toy from Manley,  
concerns is suggests have been  
ignored by the  
manufacturer/advertiser.

The toy is the Blue Man Group  
Music Station Percussion Tubes  
and Keyboard Experience, which  
sounds

like the name of a 70's band but  
is actually a combination  
keyboard and percussion  
instrument.

CARU's issue with the ad was that  
the disclosure that the  
percussion tubes and keyboard  
were sold separately

was too small. They also had  
complaints that the disclaimer  
regarding that revealed the MP3  
player shown in

the ad was not included was also  
"at the bottom of the screen in  
very small type."

CARU said it referred the ad to  
the FTC only after the company  
did not provide a "substantive  
response to the  
initial inquiry or a follow-up  
letter



