



# LEADING THE WAY IN RESPONSIBLE MARKETING

Summary results of independent, third party monitoring of UNESDA commitments  
to the EU Platform for Action on Diet, Physical Activity and Health

2012/2013

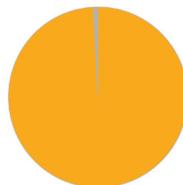
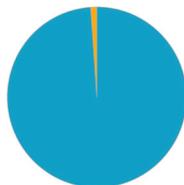
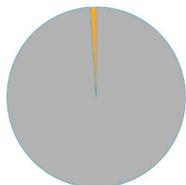
## Overview of UNESDA commitment compliance rates: 2006 - 2010 - 2012/13

### Television Media

2006: 99%

2010: 99%

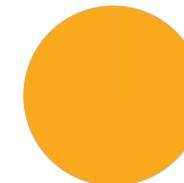
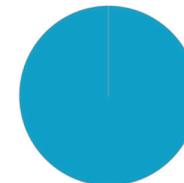
2012/13: 99%



### Digisphere

2010: 100%

2012/13: 100%

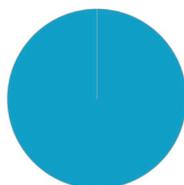
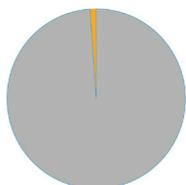


### Print Media

2006: 99%

2010: 100%

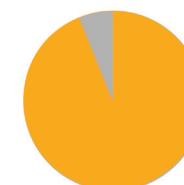
2012/13: 100%



### Company websites

2010: 96%

2012/13: 95%

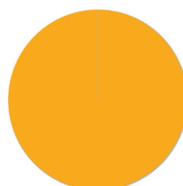
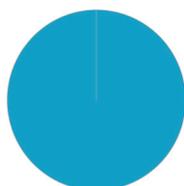
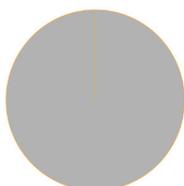


### Online Media

2006: 100%

2010: 100%

2012/13: 100%



Research from the World Federation of Advertisers shows that exposure to advertising among children under 12 has decreased by an average of 83.5% in the past four years.



## Introduction

Once again in 2012/13 UNESDA, representing the non-alcoholic beverages industry in Europe, appointed independent, external consultants to monitor its compliance with its Commitments to the EU Platform.

Central to the UNESDA commitments made in 2006 was the commitment to not advertise to children under 12 years of age on television, in print or online. In 2010 the association extended this commitment to include social media and company-owned websites and ensure that these too were not subject to advertising which would appeal to children under the age of 12.

The original commitments recognised a media outlet as appealing to children under 12 years of age if more than 50% of its audience was comprised of this age group. In 2011 this threshold was tightened to exclude any media where more than 35% of the audience was comprised of children under 12.

The UNESDA commitments cover all products classified as soft drinks under EU law, including full sugar, low-sugar and no-sugar products.

Independent monitoring company and broadcast experts Ebiquity were appointed to audit compliance with the commitments made. Xtreme information, the company which carried out the UNESDA audits in both 2006 and 2010, had subsequently merged with Ebiquity, hence while the name has changed the approach and methodology remain consistent and comparable.



## Markets and scope

The five largest EU markets were monitored in 2012: France, Germany, Italy, Spain and UK. These represent some 65% of the EU population - over 300million citizens.

Ebiquity chose a random, undisclosed week during the fourth quarter of 2012 and monitored UNESDA compliance with its commitment to not advertise in programmes, publications or websites targeted at children under 12 years of age. (Where children make up more than 35% of viewers/readers). Television represents between 85-95% of food and drink marketing budgets in Europe, while print comprises 5-15% and is in decline. Online advertising spend, while growing, is currently just 2%.\*

*\*2012 figures from World Federation of Advertisers*

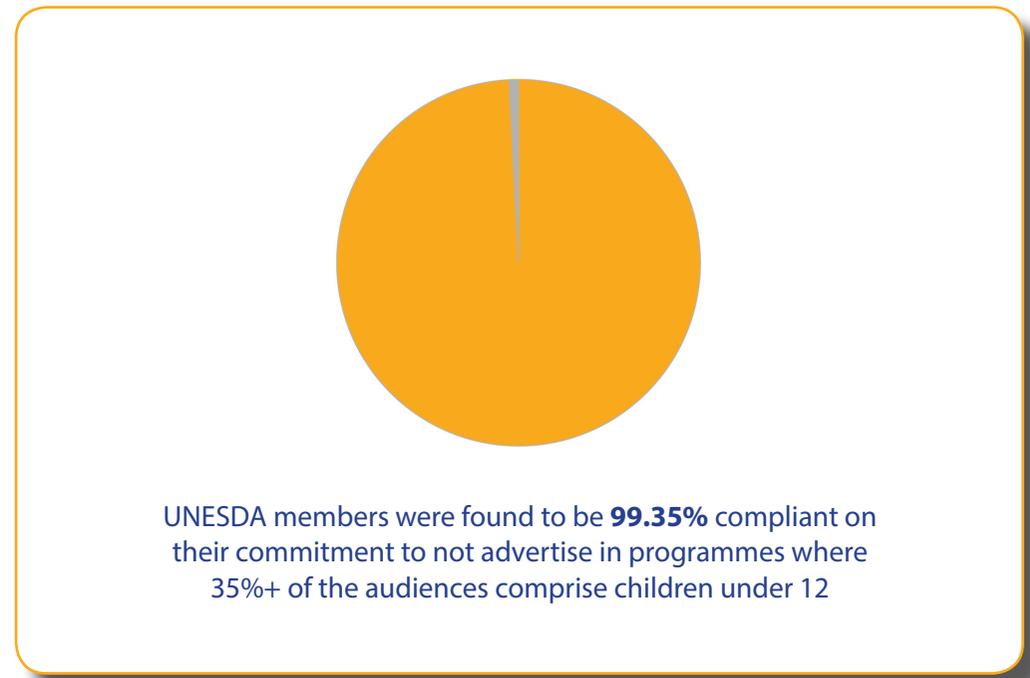
## Television Media

63 national mainstream TV channels across France, Germany, Italy, Spain and UK were monitored during one week in November 2012. These included popular channels such as Canal +, TF1, RTL, ARD, Viva, Rai 1, Tele 5, ITV and Sky 1. Many of these have wider pan-European reach into same-language countries. Programmes included popular favourites such as 'The Simpsons' and 'The X Factor' as well as films including 'Back to the Future' and 'Carry on follow that Camel'.

307 spot appearances for soft drinks ads were found between 0600 and 2100 hours. Of these, just two were found to have been aired at a time when more than 35% of the viewing audience comprised children under 12 years of age. Both in Germany and with under 12 audiences of 36% and 39% respectively.

Hence the auditors found two of the 307 advertisements to be non-compliant, representing a UNESDA compliance rate of 99.349%.

This is consistent with the independent audits of 2006 and 2010 which each recorded compliance rates of 99%.



UNESDA members were found to be **99.35%** compliant on their commitment to not advertise in programmes where 35%+ of the audiences comprise children under 12



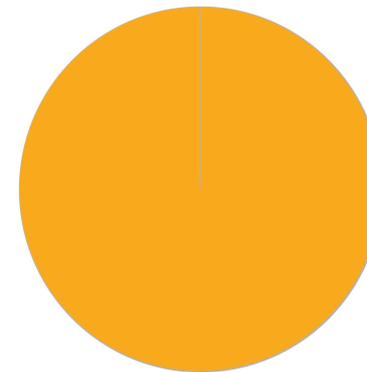
### *Print media*

1149 publications aimed at children and teenagers across France, Germany, Italy, Spain and UK were monitored during one week in November. They included popular titles such as Sugar and Top of the Pops.

39 insertions of soft drinks advertising were identified. None appeared in publications where in excess of 35% of readers were under 12 years of age.

Hence the auditors found UNESDA to be 100% compliant with its commitment to advertise in print publications where over 35% of the audience comprised children under 12 years of age.

This is consistent with the 100% compliance in this category in the 2010 independent audit and the 99.72% compliance level achieved in 2006.



UNESDA members were **100%** compliant on their commitment not to advertise in print publications where over 35% of the audience comprised children under 12 years of age.



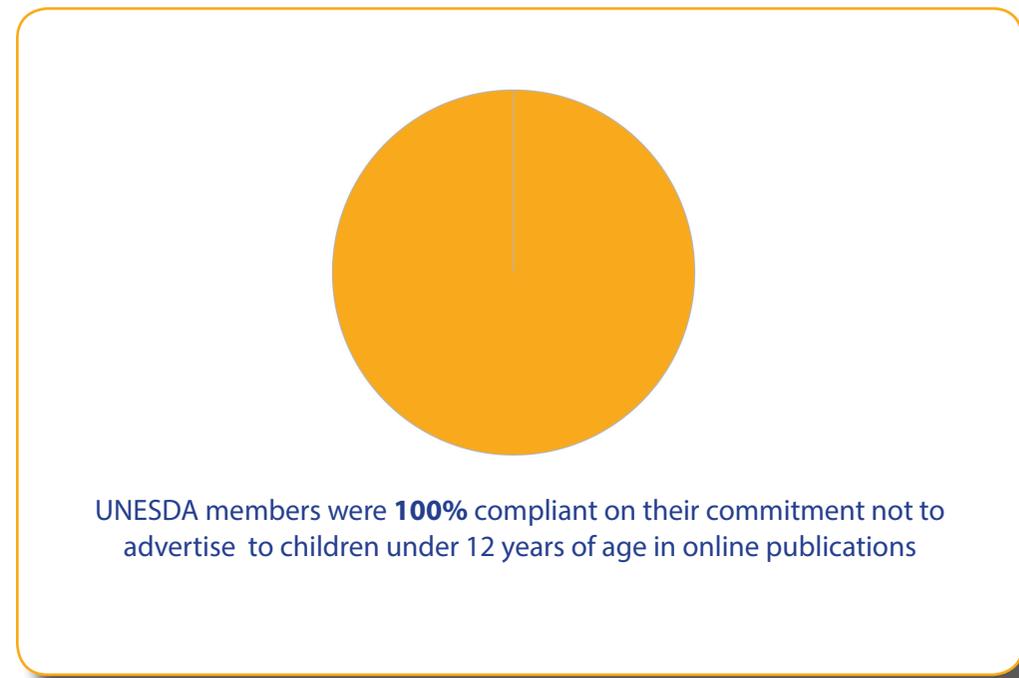
## Online

Internet display advertising was tracked across the same five territories – France, Germany, Italy, Spain, UK – during one week in November 2012.

Between the hours of 0600 and 2100, 778 websites were monitored, including company owned Facebook, Twitter and YouTube pages. 49 ads for soft drinks were found to appear during these hours. None appeared on websites aimed at children under 12 or appealing to them. Hence compliance was found to be 100%

The independent auditors found UNESDA to be 100% compliant with its commitment not to advertise to children under 12 years of age in online publications.

This is consistent with the 100% compliance in this category achieved in both the 2006 and 2010 independent audits.





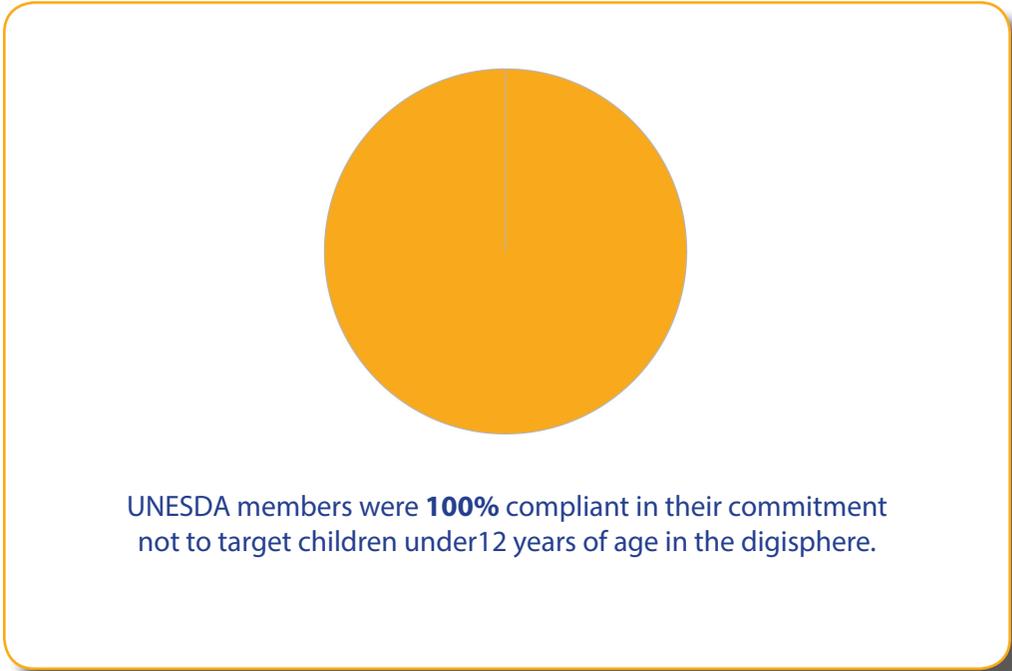
### *No targeting of children under 12 years of age in the digisphere*

Chatrooms and social media sites aimed at Children under 12 were tracked across France, Germany, Italy, Spain and the UK during one week in November 2012. This did not include Facebook which requires members to confirm that they are over 13 years of age before signing up.

26 social media sites were visited on several occasions throughout the week to check for advertising from soft drinks brands owned by UNESDA member companies. Pages were checked randomly between 0600 and 2100 hours.

234 pages were reviewed. No soft drinks advertising was found.

The independent auditors found UNESDA to be 100% compliant with its commitment not to target children under 12 years of age in the digisphere.





## Company owned websites

Ebiquity reviewed brand-owned websites across the five markets – France, Germany, Italy, Spain, UK – to assess whether content was considered to attract an audience of under 12 years old.

Three levels of each site were reviewed against the following nine compliance checkpoints as laid down by the auditors in the 2010 audit:

- Licensed characters and toys
- Games, entertainment and competitions
- Animation and graphics
- Language and colour
- Music and jingles
- Age screening mechanism
- Partnerships with others clearly targeting under 12's
- Celebrity endorsement
- External links to third party sites

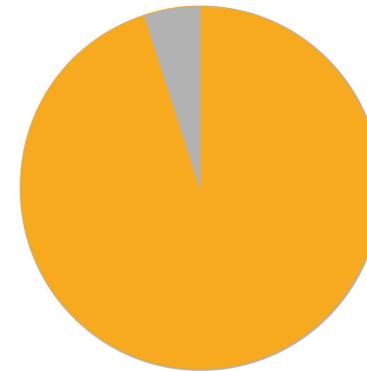
A total of 409 webpages of UNESDA member brand-owned sites and social media pages such as Facebook, Twitter and Youtube, were reviewed.

Just 20 pages were queried as potentially in violation of the criteria set. Most concerned the use of games and graphics on sites, that while aimed at an older audience, could be open to interpretation as appealing to children under 12 years of age. Two concerned the use of celebrities – a pop singer and a footballer – which while undoubtedly aimed at an older audience could also be argued to have a broader appeal including to children under 12. Hence while these are technically compliant we have chosen to take a very strict approach and have classified them as non-compliant.

We are however confident that these websites have a predominantly adult traffic and that none of these potential violations reached a child audience of anywhere near the 35% threshold. However we are highlighting them in a spirit of transparency and to highlight the challenges of monitoring in the digisphere.

Even with these queries, the Independent auditors found UNESDA corporate members to be 95.11% compliant with their commitment to not appeal to children under 12 years of age on company owned websites and digital platforms.

This is consistent with the 96% compliance in this category achieved in the 2010 independent audit.



UNESDA corporate members were **95.11%** compliant with their commitment to not appeal to children under 12 years of age on company owned websites and digital platforms.



## Summary and observations

Independent auditors Ebiquity found UNESDA members to be upholding high levels of compliance with the commitments they made back in 2006. The monitoring exercise provides a valuable opportunity for the industry to review the progress it is making and also offers important insights into how both the marketplace and societal opinions are evolving.

While these learnings inform our views we also recognise that we need to continue to uphold our commitments and to review their scope, their definition and their impact.

In assessing their impact we take our reference from research undertaken by the World Federation of Advertisers, and presented to the Commission, which confirms a substantial reduction in exposure to advertising among children under 12 as a result of commitments by UNESDA and other food and drink companies. In the past four years the average exposure has decreased by 83.5%.



UNESDA



*Union of European Beverages Associations*  
[www.unesda.org](http://www.unesda.org)