

## OUR COMMITMENTS

# Responsible marketing to children

## - Global Policy on Marketing Communications to Children

IFBA members commit either to:

- Only advertise products to children under the age of 12 years that meet common nutrition criteria<sup>1</sup> which are based on accepted science-based dietary guidance<sup>2</sup>; or
- Not to advertise their products at all to children under the age of 12 years.

The above policy covers food and beverage product marketing communications<sup>3</sup> that are primarily directed to children under 12<sup>4</sup> in all covered media<sup>5</sup>.

In addition, IFBA members agree not to engage in food or beverage product marketing communications to children in primary schools<sup>6</sup>.

IFBA will publish yearly reports to demonstrate compliance with this policy.

This policy will become applicable to all IFBA member companies globally by 31 December 2016.

Individual member companies may maintain or adopt specific policies that go beyond the IFBA policy.

September 2014

<sup>1</sup> Applicable nutrition criteria will be harmonised on a regional or national basis, taking into account local dietary and cultural specificities. IFBA will not develop global criteria but common nutrition criteria already underpin industry commitments in the EU and the US and IFBA is currently working to support the adoption of these or similar common nutrition criteria in other markets worldwide. In countries or regions where common nutrition criteria do not yet exist for industry self-regulatory commitments or the member has not yet adopted the common nutrition criteria, members will only market products that meet company-specific nutrition criteria based on accepted scientific evidence and/or applicable national and international dietary guidelines.

<sup>2</sup> Dietary guidance includes, for example, Codex Alimentarius guidance, the Dietary Guidelines for Americans, the Institute of Medicine (IOM) guidelines and EURODIET, a project funded by the European Commission.

<sup>3</sup> "Marketing communications" means paid advertising or commercial sales messages for food and beverage products, including marketing communications that use licensed characters, celebrities and movie tie-ins. Company-owned, brand equity characters are not covered by the policy.

<sup>4</sup> Primarily directed to children under 12 means advertising in measured media where 35% or more of the audience is under 12 years of age. Where adequate data are unavailable, companies will consider other factors as appropriate, which may include the overall impression of the advertising, actions taken to restrict child access and the target demographic based on the company's media plan.

<sup>5</sup> Covered media means the following vehicles: TV, radio, print, cinema, online (including company-owned websites), DVD/CD-ROM, direct marketing, product placement, interactive games, outdoor marketing (to be defined by interpretative guidelines), mobile and SMS marketing. Packaging, in-store and point of sale as well as forms of marketing communications which are not under the direct control of the brand owner, such as user-generated content, are not covered by this policy.

<sup>6</sup> Menus or displays for food and beverage products offered for sale, charitable donations or fundraising activities, public service messages, and items provided to school administrators for education purposes or for their personal use are not covered. IFBA members commit to developing and publishing specific guidelines on permissible activities in schools.