IFBA Global Responsible Marketing Policy

Reducing children’s exposure to HFSS ads

11 leading global food and beverages companies committed to responsible marketing

Since 1 January 2022, we observe the following commitments globally, across all types of media

PRODUCTS ADVERTISED

All products marketed to under 13s must meet our Common Nutrition Criteria. The following five categories cannot be marketed to under 13s:

- Chocolates
- Candies/confectionary
- Potato crisps
- Soft drinks
- Ice cream

PLACEMENT OF ADS

HFSS ads cannot be in media where 30% or more of the audience is under 13 years of age.

No marketing communications are shown to children in:

- primary schools
- early childhood education centres
- children’s care service centres

CONTENT RULES

We commit to the content rules of the International Chamber of Commerce (ICC), which say:

- snacks should not be presented as meals;
- portion sizes should be appropriate;
- ads should support good dietary habits.

ACCORDING TO NIELSEN’S 2021 AVATAR STUDY

Only 1.45% of ads served to children online are for HFSS products. On average, a child is served only one HFSS ad per 228 websites visited. A child sees one HFSS ad every 10 hours 59 minutes spent online.

For further information

Individual member companies may maintain or adopt specific policies that go beyond the IFBA policy. Read the IFBA 2021 policy or watch the IFBA 2021 policy video.

Email Rebecka Allén, Senior Policy Manager, WFA at r.allen@wfanet.org

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