

## Grid 4c: Pledges on marketing to children: content 'at a glance', as of December 2009

This grid lists the basic requirements of the multi-company pledges. They represent MINIMUM standards; companies can extend beyond them if they choose.

Pledge	Age restrictions	Audience definition See Grid 4e.	Communications channels covered See Grids 4d and 4g.	Marketing techniques covered See Grids 4f and 4g.	Restricted foods See Grids 4h and 4j.	Healthy messages option/ requirement
<b>National multi-company pledges</b>						
<b>Australian Soft Drinks Pledge</b>	<12	Audiences of 50% or more of children under the age of 12	TV, radio, print, third-party internet, schools	'Any marketing communication'	Set centrally by the core pledge as 'water based sugar sweetened beverages except where the product meets the relevant Government criteria for sale in school canteens'	The primary schools pledge includes the commitment that the companies will provide 'unbranded vending machines preferably including educational images and messages promoting balanced diets and healthy and active lifestyles.'
<b>Australian Food and Grocery Council Pledge</b>	<12	Audiences that are predominantly children and/or where programmes are directed primarily to children	TV, radio, print, third-party internet, cinema, schools. Packaging and labelling are named exceptions to the pledge.	Advertising in covered media (see <i>Communications channels covered</i> ) Advertising using licensed characters and popular personalities Advertising of premium offers Product placement in covered media Interactive games	To be set by each company provided that the foods meet 'nutritional criteria consistent with established scientific or Australian government standards'	Yes, a requirement; advertisements must provide healthy lifestyle messages <i>and</i> be restricted only to foods meeting nutritional criteria.
<b>Australian Quick Service Restaurant Pledge</b>	<14 years	Audiences in media in which the theme, visuals and language used are directed primarily to children under age 14	TV, radio, print, third-party internet, cinema, outdoor billboards and posters, schools. Packaging and labelling are named exceptions to the pledge.	Advertising in covered media (see <i>Communications channels covered</i> ) Advertising using licensed characters and popular personalities Advertising of premium offers Product placement in covered media Interactive games <sup>i</sup>	Set centrally by the core pledge as a series of nutrient criteria assessing children's meals	Yes, an optional replacement to restricting advertising; companies may instead opt to devote their advertising to healthy lifestyle messages, instead of to advertising of non-restricted foods.

<b>Pledge</b>	<b>Age restrictions</b>	<b>Audience definition</b> See Grid 4e.	<b>Communications channels covered</b> See Grids 4d and 4g.	<b>Marketing techniques covered</b> See Grids 4f and 4g.	<b>Restricted foods</b> See Grids 4h and 4j.	<b>Healthy messages option/ requirement</b>
<b>Brazil Pledge</b>	<12 years	Audiences of 50% or more of children under the age of 12	TV, radio, print, third-party internet, schools	Advertising in covered media (see <i>Communications channels covered</i> )	To be set by each company, provided that the foods meet a nutritional profile which meets specific criteria based on scientific evidence	None
<b>Canada Pledge</b>	<12 years	Audiences of 50% or more of children under the age of 12	TV, radio, print, third-party internet, schools	Advertising in covered media (see <i>Communications channels covered</i> ) Advertising using licensed characters in all media Product placement in all media for all foods Interactive games	To be set by each company, provided that the foods meet nutrient criteria consistent with established scientific and/or government standards (e.g. foods that meet criteria for nutrient content and health claims and the Heart Foundation Health Check programme)	Yes, an optional replacement to restricting advertising; companies may opt to devote at least 50% of advertising to healthy lifestyle messages, <i>instead of</i> to non-restricted foods.
<b>Russia Pledge</b>	<12 years	Audiences of 50% or more of children under the age of 12	TV, radio, print media, third-party internet	Advertising	To be set by each company, provided that the foods meet specified nutrient criteria	None
<b>South African Pledge</b>	<12 years	Audiences of 50% or more of children under the age of 12	TV, schools	Advertising in covered media TV advertising of licensed characters and celebrities	To be set by each company, provided that the only foods advertised represent 'healthy dietary choices', based on established scientific standards that are verified by independent and credible experts which are acceptable to the Advertising Standards Authority of South Africa.	No
<b>Thai Pledge</b>	<12 years	Audiences of 50% or more of children under the age of 12	TV, radio, print, third-party internet, schools	Advertising in covered media	To be set by each company, provided that the foods 'fulfil specific nutrition criteria based on accepted scientific evidence and/or applicable national and international dietary guidelines.'	No

<b>Pledge</b>	<b>Age restrictions</b>	<b>Audience definition</b> See Grid 4e.	<b>Communications channels covered</b> See Grids 4d and 4g.	<b>Marketing techniques covered</b> See Grids 4f and 4g.	<b>Restricted foods</b> See Grids 4h and 4j.	<b>Healthy messages option/ requirement</b>
<b>US Pledge</b>	<12 years	Audiences of 50% or more of children under the age of 12	TV, radio, print, third-party internet and company-owned websites, video and computer games, DVDs of movies, schools	Advertising in covered communications channels Advertising using licensed characters and celebrities Product placement in all media for all foods Interactive games Any marketing on cell phones, PDAs and word of mouth	To be set by each company, provided that the foods meet nutritional criteria grounded in established scientific and/or government standards	Yes, an optional replacement to restricting advertising; companies may opt to devote at least 50% of advertising to healthy lifestyle messages, <i>instead</i> of to non-restricted foods.
<b>Regional multi-company pledges</b>						
<b>EU Pledge</b>	<12 years	Audiences of 50% or more of children under the age of 12	TV, print, third-party internet, schools	Advertising in covered media	To be set by each company, provided that the foods meet nutritional criteria based on accepted scientific evidence and/or applicable dietary guidelines	None
<b>Europe Soft Drinks Pledge</b>	<12 years	Audiences of 50% or more of children under the age of 12	TV, radio, print, third-party internet, schools	'Any marketing communication'	Set centrally by the core pledge, and appears to cover all drinks produced by the member companies	The primary schools pledge includes the commitment that the companies will provide 'unbranded vending machines preferably including educational images and messages promoting balanced diets and healthy and active lifestyles.'

<b>Pledge</b>	<b>Age restrictions</b>	<b>Audience definition</b> See Grid 4e.	<b>Communications channels covered</b> See Grids 4d and 4g.	<b>Marketing techniques covered</b> See Grids 4f and 4g.	<b>Restricted foods</b> See Grids 4h and 4j.	<b>Healthy messages option/ requirement</b>
<b>International multi-company pledges</b>						
<b>ICBA Pledge</b>	<12 years	Audiences of 50% or more of children under the age of 12	TV, radio, print, digital media (including internet and phone messaging), cinema	Advertising in covered media Product placement (including cinema) <sup>ii</sup>	Set centrally by the core pledge as 'All non-alcoholic beverages other than water (mineral, source and purified), fruit juice, and dairy-based beverages (as defined by local regulations), as such segments are not covered by all ICBA members. The commitment also excludes products specifically formulated to address critical nutritional deficiencies and which, with the agreement of national authorities, may be part of a campaign to improve children's health.'	No
<b>IFBA Pledge</b>	<12 years	Audiences with a majority of children under 12 years	TV, print, third-party internet	Advertising in covered media	To be set by each company, provided that the foods fulfil 'specific nutritional criteria based on accepted scientific evidence and/or applicable national and international dietary guidelines'	No
<b>Company-specific global pledges made to IFBA</b>						
<b>Coca-Cola Company</b>	<12 years	Audiences of 50% or more of children under the age of 12	TV, radio, print, the internet and mobile phones and 'every attempt to avoid directly targeting children in other areas where parents may not be present to supervise, such as schools'	Not explicitly stated other than 'all advertising and marketing', but appears to apply to advertising <sup>iii</sup>	All beverages	No

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<b>General Mills</b>	Pre-school and <12 years	Media that targets children under the age of 12 years; in the case of blogs, message boards, chat rooms or other similar forums, it is defined as where the majority of the audience is children under the age of 12	TV, print, internet, point of sale (for promotional marketing like sweepstakes), movies (for tie-ins), mobile phones, schools from kindergarten to grade 12	Advertising in covered communications channels Websites, blogs, games on internet Promotional tie-ins Third-party licensed characters in advertising or on web targeted to children Product placement Marketing through mobile phones (but limited secondary involvement may be permitted)	Set according to defined nutrient criteria	No
<b>Kellogg Company</b>	<6 years and <12 years	Audiences of more than 50% of children under the age of 12; where under-12 audience data is not available in a particular market, the definition is products that are designed to have a particular appeal to children, or which are primarily targeted to children under 12 For print media, definition is publications primarily targeted to children under age 12	TV, radio, print, third-party internet, plus company-owned websites, unless they are food forms, such as Eggo Waffle Man, cell phones, schools	Advertising and sponsorship in covered communications channels Product placement (for all foods) Viral marketing Product-branded toys (i.e. not Kellogg Company) sold or distributed to children All marketing on cell phones (e.g. ringtones) Product sponsorship of kids' clubs and other children's commitments Use of celebrities associated with mass media targeted at children	Set according to defined nutrient criteria	No
<b>Kraft Foods</b>	Pre-school and <12 years	Seen primarily by children ages 6-11	Not stated	Not stated, except for 'advertising'	Set according to defined nutrient criteria	Not stated

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<b>Mars</b>	<12 years	Audiences of more than 25% of children under the age of 12	Broadcast media, print and digital, including third-party and company-owned, movies (for product placement), point of sale for sweepstakes, contests and similar promotions, schools	Advertising, advertorials, sponsorship in covered communications channels Sweepstake and similar contests Product placement Advertising using celebrity or third-party licensed characters Sponsorship of school sporting events	All foods	No
<b>Nestlé</b>	Pre-school and 6-12 years	Specifically aimed at children	Not defined	Not defined other than 'advertising'	Set according to defined nutrient criteria	No
<b>PepsiCo</b>	<12 years	'An audience which is comprised of a majority of under 12s.'	'Marketing channels which may be widely assumed to have an audience (print, TV, cinema, internet site, etc.) comprised of a majority of under 12s.'	Not defined other than 'advertising'	Set according to nutrient criteria to be published in 2010	No information
<b>Unilever</b>	Preschool and 6-12 years	Directed to children	All marketing communications, other than packaging/ labelling and specified point-of-sale materials	See <i>Communications channels covered</i> .	Set according to specified nutrient criteria	No

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<b>Company-specific global pledges made independently of IFBA</b>						
<b>Cadbury</b>	<8 years	Where children are likely to be the majority of the audience	'All media channels', but schools not referred to	Not explicitly stated	All foods	No
<b>Campbell</b>	<6 years	Targeted to children	Not defined	Advertising	All foods	No
<b>Hershey Company</b>	Elementary school-age children (i.e. <12 years)	Not defined other than 'advertising to children'	Schools	None except marketing in schools	All foods	No

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- i Also includes pledge to adopt on-pack nutrition labelling and to display nutritional information clearly on their websites.
  - ii The guidelines also state: 'In addition, we recognize the need to review other forms of marketing practices (including the use of licensed characters, sponsorships and other forms of marketing communications) in channels which are predominantly related to children under 12 (e.g. primary schools). We will undertake this work by the end of 2009.'
  - iii Includes branded merchandise intended exclusively for children under age 12. It does *not* cover marketing that has broader appeal than the under-12 market, such as cartoon animation, movie tie-ins, and vending machines (except those in elementary and pre-schools). It also does not cover the development of kid-friendly drinks, packages and packaging. The company says 'We will communicate the benefits of our children's beverages to parents who can introduce them to their family as appropriate.' Note: children will not be shown drinking any of the company's products outside of the presence of a parent or a caregiver.