

## Grid 4d: Pledges on marketing to children: communication channels covered, as of December 2009

Blank space indicates 'No'.

Pledge	TV	Radio	Print	Third-party internet	Cinema, DVD, video/ computer games	Schools	Other
<b>National multi-company pledges on marketing to children</b>							
Australian Food and Grocery Council Pledge	Yes	Yes	Yes	Yes	Cinema	Yes	Packaging and labelling are exceptions to the pledge.
Australian Quick Restaurant Pledge	Yes	Yes	Yes	Yes	Cinema	Yes	Outdoor billboards and posters An exception to the media covered is point of sale, packaging and labelling.
Australian Soft Drinks Pledge	Yes	Yes	Yes	Yes		Yes	
Brazil Pledge	Yes	Yes	Yes	Yes		Yes	
Canada Pledge	Yes	Yes	Yes	Yes		Yes	
Russia Pledge	Yes	Yes	Yes	Yes			
South African Pledge	Yes					Yes	
Thai Pledge	Yes	Yes	Yes	Yes		Yes	
US Pledge	Yes	Yes	Yes	Yes	Video, computer games, DVDs of movies	Yes	Cell phones, word of mouth, company-owned internet
<b>Regional multi-company pledges on marketing to children</b>							
EU Pledge	Yes		Yes	Yes		Yes	
Europe Soft Drinks Pledge	Yes	Yes	Yes	Yes		Yes	

Pledge	TV	Radio	Print	Third-party internet	Cinema, DVD, video/ computer games	Schools	Other
<b>International multi-company pledges on marketing to children</b>							
ICBA Pledge	Yes	Yes	Yes	Yes	Cinema		Cell phones
IFBA Pledge	Yes		Yes	Yes			
<b>Company-specific global pledges made by IFBA members</b>							
Coca-Cola Company	Yes	Yes	Yes	Yes		Yes	Cell phones
General Mills	Yes	Yes	Yes	Yes	Cinema (for tie-ins)	Yes	Company-owned websites; some point of sale, like sweepstakes; cell phones
Kellogg	Yes	Yes	Yes	Yes		Yes	Company-owned websites, cell phones; viral marketing (e.g. forward a message to a friend)
Kraft Foods	Not defined	Not defined	Not defined	Not defined	Not defined	Not defined	Not defined
Mars	Yes	Yes	Yes	Yes	Cinema (for product placement)	Yes	Company-owned websites, point of sale for sweepstakes, contests and similar promotions
Nestlé	Not defined	Not defined	Not defined	Not defined	Not defined	Not defined	Not defined
PepsiCo	Yes	Not clear	Yes	Yes	Cinema		Not defined
Unilever	Yes	Yes	Yes	Yes	Yes	Not specifically referred to	All marketing communications, other than packaging/labelling and point-of-sale materials affixed to and/or holding product and those containing basic product descriptions