

Grid 4e: Audience definition by company for each pledge, with published individual company commitments, as of December 2009

Blank space indicates 'Not a member'.

Company	ICBA Pledge	IFBA Pledge	Australian Food and Grocery Council Pledge	Australian Quick Service Restaurant Pledge	Brazil Pledge	Canada Pledge	EU Pledge	US Pledge
Definition in central pledge	Audiences of 50% or more of children under 12	Audiences with a majority of children under 12	Predominantly children and/or the programmes are directed primarily to children under 12	Under 14 years	Audiences of 50% or more of children under 12	Audiences of 50% or more of children under 12	Audiences of 50% or more of children under 12	Audiences of 50% or more of children under 12
AmBev								
Batavo					50% or more			
Bob's								
Burger King (in Australia, Hungry Jack's)				Specifically designed to appeal to children	<i>No specific commitment published</i>	30% or more, or demographic analysis	At least 30%	30% or more, or demographic analysis
Cadbury Adams/ Cadbury			Predominantly children and/or directed primarily to children		<i>No specific commitment published.</i> (Translated version of global guidelines says children under age 8 likely to be the majority members of the audience.)	Over 50%		Over 50%
C&C Group (Ireland)								
Campbell Soup Company/ Campbell Arnotts			Predominantly children and/or directed primarily to children			Primarily directed to children		Composition Index of 200 or more (i.e. where the number of readers, viewers,

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								or visitors of children aged 6-11 is roughly two times their proportion in the American population).
Coca-Cola Company	No individual commitment; follows central pledge of 50%.	50% or more	50% or more		Not specifically stated – just that they will follow the pledge	50% or more	50% or more	50% or more
Con-Agra Foods								35% or more
Danone					50% or more		50% or more	50% or more
Elegê					50% or more			
Entyce/ Snackworks								
Epic								
Famous Brands								
Ferrero			50% or more		<i>No specific commitment published</i>	Over 50%	Minimum of 50%	
Fonterra Brands Australia			Predominantly children and/or directed primarily to children					
Foodcorp								
Garoto					<i>No specific commitment published</i>			
General Mills/Cereal Partners Worldwide		Targeted to children (specified as 'majority' for internet)	Predominantly children and/or directed primarily to children		<i>No specific commitment published</i>	35% or more (50% for under 6)	Not stated (as Cereal Partners Worldwide)	35% or more (50% for under 6)
Gerber Food Holdings								
GlaxoSmithKline								

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Grupo Bimbo		Member but no pledge yet			No specific commitment published			
Grupo Schincariol					No specific commitment published			
Hershey Company						30% or more		30% or more
Janes Family Foods						More than 50% or directly appeals to children or, for TV, it appears before or after a programme intended for children		
Kellogg's		50% or more for TV, radio, internet; for print, specifically designed for children	For TV, predominantly children and/or directed primarily to children; for radio, 50% or more; or for print, specifically designed for children		Not specifically stated – just that they will follow the pledge	50% or more	50% or more for TV, radio, internet; for TV advertising, shows with 35-49% may be included if specifically targeted to children; for print, specifically designed for children	50% or more for TV, radio, internet; for TV advertising, shows with 35-49% may be included if specifically targeted to children; for print, specifically designed for children
Kraft		Seen primarily by children	TV: more than 35%, and any programme that falls within time periods traditionally regarded as 'kids' viewing time' (as designated by media providers); internet, more than		TV: more than 35%, and any programme that falls within time periods traditionally regarded as 'kids' viewing time' (as designated by media providers); internet more	TV: more than 35%, and any programme that falls within time periods traditionally regarded as 'kids' viewing time' (as designated by media providers); internet more than	TV: more than 35%, or any programme that falls within time periods traditionally regarded as 'kids' viewing time' (as designated by media providers); internet more than	TV: more than 35%, and any programme that falls within time periods traditionally regarded as 'kids' viewing time' (as designated by media providers); internet more than

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			35%; print and radio, directed primarily to children		than 35%; print and radio, directed primarily to children	35%; print and radio, directed primarily to children	35%; print, directed primarily to children	35%; print and radio, directed primarily to children
Mars		For advertising, more than 25%; for advertising, sponsorship or product placement in films or media programming, intended primarily for children.	TV advertising, more than 25%; other media and techniques, primarily intended for children		<i>No specific commitment published, but likely that global commitment of 25% applies</i>	More than 25% or before or after a programme made for children or where content is intended for children	TV advertising, more than 25%; other media and techniques, primarily intended for children	More than 25%
McCain						Directed primarily to children		
McDonald's				Directed primarily to children	States that it adheres to the core pledge	Demographic analysis		30% or more, or demographic analysis
Nando's								
Nestlé		Specifically aimed at children	Predominantly children and/or directed primarily to children		<i>No specific commitment published</i>	Primarily directed to children	Where adult supervision is not present and communication in media where adult audience is not predominant, as defined by media measurements, market assessment or local authorities	Primarily directed to children
Oceana Brands								
Orangina Schweppes								

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Parmalat					<i>No specific commitment published</i>	TV, radio and internet, 35% or more; print: 'children's magazines'		
Patties Foods			Targeted at children					
PepsiCo	No individual commitment; follows central pledge of 50%.	Majority of children	Majority of children		Directed principally at children	Directed primarily to children	Directed primarily to children	Based on an analysis of: whether the content of the media (e.g subject matter, format, characters and other advertising) is designed for children under 12; whether the advertised product or service is intended for use by, or is of interest to, children under 12; where the media in which the advertising appears is promoted and advertised; available projections, at the time the advertising is placed, of audience demographics (i.e. whether a majority of the audience is projected to be children under 12);

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								and for TV programmes, whether they are aired during what is generally understood to be children's programming
Perdigão (BRF)					50% or more			
Pioneer Foods								
Post Foods						35% or more <i>and</i> those targeted to children, as measured by: a) whether the content of the media in which the advertisement appears is intended for children under 12; and b) whether the advertisement appears during, or just before or after, a TV programme aired during what is generally understood to be children's programming, considering the time of day during which the advertisement appears and the media outlet		35% or more <i>and</i> those targeted to children, as measured by: a) whether the content of the media in which the advertisement appears is intended for children under 12; and b) whether the advertisement appears during, or just before or after, a TV programme aired during what is generally understood to be children's programming, considering the time of day during which the advertisement appears and the media outlet

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Quick Service Restaurant Holdings				Promoted specifically to children				
Rainbow Chicken								
Sadia					50% or more			
Sanitarium Health Food Company			Predominantly children and/or directed primarily to children					
Shoprite								
Simplot Australia			Predominantly children and/or directed primarily to children					
Tiger Brands								
Unilever		Directed to children	Predominantly children and/or directed primarily to children		<i>No specific commitment applies</i>	1) Whether the specific medium (e.g. the particular TV show, website, radio show or magazine/ newsletter) in which the ad is placed is used primarily by children under 12; 2) Whether the ad was intended/ created to appeal primarily to children under 12; and 3) For TV ads, whether the ad appears during, or just before or after,	Not stated	1) Whether the specific medium (e.g. the particular TV show, website, radio show or magazine/ newsletter) in which the ad is placed is used primarily by children under 12; 2) Whether the ad was intended/ created to appeal primarily to children under 12; and 3) For TV ads, whether the ad appears during, or just before or after,

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						a programme generally understood to be children's programming, considering the time of day during which the ad appears and the media outlet.		a programme generally understood to be children's programming, considering the time of day during which the ad appears and the media outlet, or which is counted towards the broadcaster's or cablecaster's Children's Television Act obligations.
George Weston Foods			Directed primarily to children					
Weston Bakeries Ltd						As determined by the measurement entity for each medium		
Yum! Brands				Directed primarily to children under 14				