

Grid 4f: Pledges on marketing to children: marketing techniques covered, as of December 2009

* = In media covered by the pledge.

Blank space implies 'No'.

lc = licensed characters

pp = popular personalities

| Pledge | Advertising | Advertising using licensed characters (lc)/ popular personalities (pp) | Advertising of premium offers | Product placement | Interactive games | Messaging on cell phones | Other |
|---|---|--|--|--|--|--|--|
| National multi-company pledges | | | | | | | |
| Australian Soft Drinks Pledge | Yes * | Presumably covered by 'all marketing communications' | Presumably covered by 'all marketing communications' | Presumably covered by 'all marketing communications' | Presumably covered by 'all marketing communications' | Presumably covered by 'all marketing communications' | 'All marketing communications' |
| Australian Food and Grocery Council Pledge | Yes * | Yes *, for lc and pp | Yes * | Yes * | Yes | | |
| Australian Quick Service Restaurant Pledge | Yes * | Yes *, lc and pp | Yes * | Yes, in all media | Yes | | |
| Brazil Pledge | Yes * | | | | | | |
| Canada Pledge | Yes * | Yes, in all media for lc only | | Yes, in all media | Yes | | |
| Russia Pledge | Yes * | | | | | | |
| South African Pledge | Yes * | Yes, for lc and celebrities | | | | | |
| Thai Pledge | Yes * | | | | | | |
| US Pledge | Yes * plus company-owned websites, video and computer games, DVDs of movies | Yes, for lc, celebrities and movie tie-ins | | Yes, for all media | Yes | Yes | Any marketing on cell phones, PDAs and word of mouth |
| Regional multi-company pledges | | | | | | | |
| EU Pledge | Yes * | | | | | | |
| Europe Soft Drinks Pledge | Yes * | Presumably covered by 'all marketing communications' | Presumably covered by 'all marketing communications' | Presumably covered by 'all marketing communications' | Presumably covered by 'all marketing communications' | Presumably covered by 'all marketing communications' | 'All marketing communications' |

| Pledge | Advertising | Advertising using licensed characters (lc)/ popular personalities (pp) | Advertising of premium offers | Product placement | Interactive games | Messaging on cell phones | Other |
|---|-------------|--|--|--|--|--|--|
| International multi-company pledges | | | | | | | |
| ICBA Pledge | Yes * | | | Yes, in cinema | | Yes | |
| IFBA Pledge | Yes * | | | | | | |
| Company-specific global pledges made by IFBA members | | | | | | | |
| Coca-Cola Company | Yes | Not explicitly stated | Not explicitly stated | Not explicitly stated | Not explicitly stated | Not explicitly stated | Policy states 'all advertising and marketing' with no more specific definition. |
| General Mills | Yes | Yes, for lc only | | Yes | Yes | Yes | Other forms of internet-based marketing, like blogs (applies to company-owned as well) |
| Kellogg | Yes | Yes, for lc, with some limits for company-owned and celebrity spokespeople | | Yes | Not clear | Yes | Techniques used on company-owned websites, viral marketing, sponsorship of events, product-branded toys, product sponsorship of kids' clubs and other children's commitments |
| Kraft Foods | Yes | Not defined | Not defined | Not defined | Not defined | Not defined | Not defined |
| Mars | Yes | Yes, for lc and celebrities | | Yes | Not explicitly stated | | Company-owned websites, advertorials, sweepstakes, and sponsorship of school sports events |
| Nestlé | Yes | Not defined | Not defined | Not defined | Not defined | Not defined | Not defined |
| PepsiCo | Yes | Not defined | Not defined | Not defined | Not defined | Not defined | Not defined |
| Unilever | Yes | Presumably covered by 'all marketing communications' | Presumably covered by 'all marketing communications' | Presumably covered by 'all marketing communications' | Presumably covered by 'all marketing communications' | Presumably covered by 'all marketing communications' | Exclusions are packaging, labelling and point-of-sale materials affixed to and/or holding product and those containing basic product descriptions. |