

## Grid 4g: Communications channels and marketing techniques by individual company commitment: comparison to multi-company pledges\*, as of December 2009

\* = Those that require individual commitments to be published

Shaded boxes in the grid indicate that the commitment goes beyond that which is required by the multi-company pledge.

Blank space implies 'Not a member'.

Company	IFBA Pledge (i.e. global pledges)	Australian Food and Grocery Council Pledge	Australian Quick Service Restaurant Pledge	Brazil Pledge	Canada Pledge	EU Pledge	US Pledge
<b>Communications channels</b>	TV, print, third-party internet	TV, radio, print, third-party internet, cinema, schools	TV, radio, print, third-party internet, cinema, outdoor billboards and posters, schools	TV, radio, print, third-party internet, schools	TV, radio, print, third-party internet, schools	TV, print, third-party internet, schools	TV, radio, print, third-party internet and company-owned websites, video and computer games, DVDs of movies, schools
<b>Marketing techniques</b>	Advertising in covered communications channels.	Advertising in covered media. Advertising using licensed characters and popular personalities. Advertising of premium offers. Product placement in covered media Interactive games.	Advertising in covered media. Advertising using licensed characters and popular personalities. Advertising of premium offers. Product placement in covered media Interactive games.	Advertising in covered media.	Advertising in covered media. Advertising using licensed characters in all media. Product placement in all media for all foods Interactive games.	Advertising in covered media.	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.
<b>AmBev</b>				<i>No specific commitment</i>			
<b>Batavo</b>				As in core pledge			
<b>Bob's</b>				<i>No specific commitment</i>			
<b>Burger King (in Australia, Hungry Jack's)</b>		As in core pledge	As in core pledge		As in core pledge	As in core pledge	The original pledge included company-owned websites, which were not at the time included in the core US pledge but have since been added to the core pledge.

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<b>C&amp;C</b>							
<b>Cadbury Adams/Cadbury</b>		As in core pledge	As in core pledge		As in core pledge	As in core pledge	As in core pledge
<b>Campbell Soup Company/Campbell Arnotts</b>		As in core pledge	As in core pledge		As in core pledge		As in core pledge
<b>Coca-Cola Company</b>	Also includes radio and cell phones, and places where children are not under parental supervision	As in core pledge	Not a member		As in core pledge	Goes beyond to meet US standards of including advertising using licensed characters, product placement in all media, and interactive games	As in core pledge
<b>Con-Agra Foods</b>						Not a member	As in core pledge
<b>Danone</b>				Also refers to real or fictional characters from cartoons, comics, TV shows, or literary characters in advertising		Also refers to advertising of licensed characters	As in core pledge
<b>Elegè</b>				As in core pledge			
<b>Entyce/ Snackworks</b>							
<b>Epic</b>							
<b>Famous Brands</b>							
<b>Ferrero</b>		As in core pledge		<i>No specific commitment published</i>	As in core pledge	As in core pledge	
<b>Fonterra Brands Australia</b>		Same except no reference to product placement					
<b>Foodcorp</b>		Not a member					
<b>Garoto</b>		Not a member		<i>No specific commitment published</i>			

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<b>General Mills/ Cereal Partners Worldwide</b>	Also includes channels of radio, cinema (for tie-ins), cell phones and schools. Also includes techniques of product placement, interactive games, advertising using licensed characters, websites, blogs and games on the internet and some forms of marketing on cell phones	As Cereal Partners Worldwide, the licensed character and popular personalities requirement is limited to those advertising slots that are adjacent to the programmes in which the characters or personalities appear.			As in core pledge	As in core pledge	As in core pledge
<b>Gerber Foods</b>							
<b>GlaxoSmithKine</b>							
<b>Grupo Bimbo</b>	Member but no pledge yet			<i>No specific commitment</i>			
<b>Grupo Schincariol</b>				<i>No specific commitment</i>			
<b>Hershey Company</b>					As in core pledge		As in core pledge
<b>Janes Family Foods</b>					As in core pledge		
<b>Kellogg's</b>	Also includes channels of radio, schools, cell phones, viral marketing, and company-owned websites. Also includes techniques of product placement, viral marketing, cell phones, sponsorship of events, product-branded toys (i.e. those not made by	Also includes marketing on company-owned websites			Also includes marketing on company-owned websites	Also includes product placement advertising using licensed characters and celebrity spokespeople, viral marketing, cell phones, company-owned websites, product-branded toys, product sponsorship of kids' clubs and other children's commitments	Also includes marketing on company-owned websites

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	Kellogg), product sponsorship of kids' clubs and other children's commitments, and use of celebrities associated with mass media targeted at children						
<b>Kraft</b>	As in core pledge	As in core pledge		Also refers to advertising using licensed characters	As in core pledge	Also refers to advertising using licensed characters.	As in core pledge
<b>Mars</b>	Also includes channels of radio and cinema for product placement. Also includes techniques of product placement, advertising using third-party licensed characters or celebrities, advertorials, sweepstakes, sponsorship of school sports events	Also includes additional text on sales promotions and online marketing			As in core pledge	Also includes company-owned websites and other forms of internet-marketing, product placement and advertising using licensed characters.	As in core pledge
<b>McCain</b>					Directed primarily to children		
<b>McDonald's</b>			As in core pledge	As in core pledge	As in core pledge		As in core pledge
<b>Nando's</b>							

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Nestlé	Not defined. Makes reference to popular personalities adjacent to TV programmes, but this does not go beyond other self-regulatory pledges for advertising.	As in core pledge			As in core pledge	Makes reference to popular personalities adjacent to TV programmes, but this does not go beyond other self-regulatory pledges for advertising.	As in core pledge
Oceana brands				As in core pledge			
Orangina Group							
Parmalat					As in core pledge		
Patties Foods		As in core pledge					
PepsiCo	Also includes cinema and possibly other undefined channels and techniques	As in core pledge			As in core pledge	As in core pledge	As in core pledge
Perdigão (BRF)				As in core pledge			
Pioneer Foods							
Post Foods					As for core pledge		As for core pledge
Quick Service Restaurant Holdings			As for core pledge				
Rainbow Chicken							
Sadia				Includes all 'communication', except on-label point-of-sale materials. This includes communications with licensed characters, with the exception of brand characters. (Note that restriction in schools also exempts labelling and packaging.)			

<b>Company</b>	<b>IFBA Pledge (i.e. global pledges)</b>	<b>Australian Food and Grocery Council Pledge</b>	<b>Australian Quick Service Restaurant Pledge</b>	<b>Brazil Pledge</b>	<b>Canada Pledge</b>	<b>EU Pledge</b>	<b>US Pledge</b>
<b>Sanitarium Health Food Company</b>		As for core pledge					
<b>Sadia</b>							
<b>Shoprite</b>							
<b>Simplot Australia</b>		As for core pledge					
<b>Tiger Brands</b>							
<b>Unilever</b>	Could assume that 'all marketing communications' covers more communications channels and marketing techniques than the core pledge.	As for core pledge			As for core pledge	Not stated	As for core pledge
<b>George Weston Foods</b>		As for core pledge					
<b>Weston Foods</b>		As for core pledge					
<b>Yum Brands!</b>			As for core pledge				