

Global Brands' Food and Alcohol marketing commitments and how to take them to the next level

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Global Child Forum





11 companies came together in 2007

to set new standard on advertising to
children

Representing roughly **60%** of food ad
spend in the EU



Today 23 signatories represent roughly **85%** of EU food ad spend



HFSS products cannot be advertised to U13s, on any media

PRODUCTS ADVERTISED

All products marketed to **under 13s** must meet our **Common Nutrition Criteria**. The following five categories cannot be marketed to **under 13s**:

- ✘ Chocolates
- ✘ Candies/confectionary
- ✘ Potato crisps
- ✘ Soft drinks
- ✘ Ice cream



PLACEMENT OF ADS

HFSS ads cannot be in media where

30% OR MORE
of the audience is
under 13 years of age

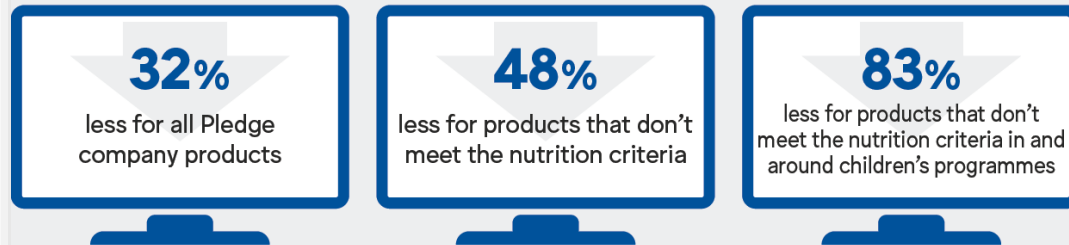


No marketing communications are shown to children in:

- ✘ primary schools
- ✘ early childhood education centres
- ✘ children's care service centres

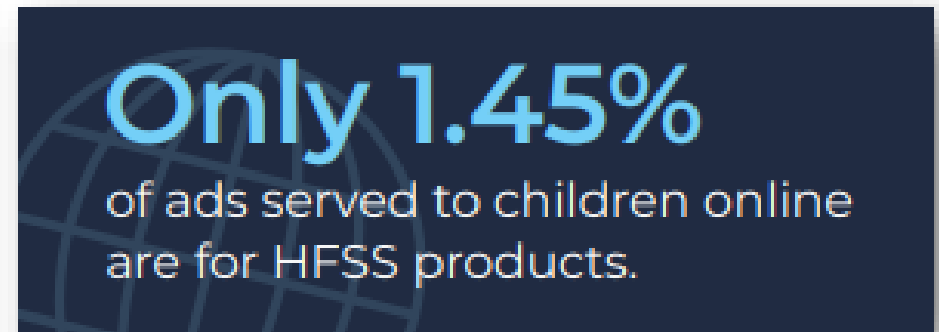
Outcome of our commitments

Outcome: children see a lot less food and soft drink ads on TV*



*Average drop in exposure 2009-2014 compared to 2005

The monitoring carried out since 2009 shows a downward trend in children's exposure to TV food advertising by EU Pledge member companies. More info [here](#).



The *Digital Avatar Project*, commissioned by WFA, used four avatars (simulated consumer profiles) to track advertising activity across 12 markets (Belgium, Brazil, Czechia, Denmark, Ireland, Japan, Mexico, Netherlands, Nigeria, Philippines, South Africa, and Spain). Through the findings, Nielsen estimated the general pervasiveness of HFSS advertising, as well as the probabilistic rate of a child's exposure to HFSS advertising. More info [here](#).



RESPONSIBLE
MARKETING
PACT

Against Minors' Exposure to Alcohol Marketing

ABInBev



DIAGEO



Moët Hennessy



RMP signatories represent **OVER 1400 BRANDS** and roughly **70% ALCOHOL BEVERAGE AD SPEND** in the EU

What is **THE RESPONSIBLE MARKETING PACT (RMP)**?

A commitment which establishes clear guidelines on ad placement, creative execution and digital controls to:

Reduce minors' exposure to alcohol ads

Limit appeal of alcohol marketing to minors

Ensure the **online environment** is free of alcohol marketing to minors

Also at a global level



IFBA Global Responsible Marketing Policy
Reducing children's exposure to HFSS ads

11 leading global food and beverages companies committed to responsible marketing



IARD
INTERNATIONAL ALLIANCE FOR RESPONSIBLE DRINKING

Digital Guiding Principles
Influencer Guiding Principles



Going forward

- Brands want to play an active role in protecting children's health and wellbeing, in line with societal expectations
- A multi-stakeholder approach is more relevant than ever: regulators, advertising supply chain, online platforms & influencers, parents and teachers...
- The challenge of **deepening and widening** our commitments: how can we do more while also ensuring industry-wide uptake of our initiatives?

