



Global Policy on Advertising and Marketing Communications to Children, November 2011

Preamble

The International Food & Beverage Alliance (IFBA) is committed to reducing the impact on children of the marketing of foods high in saturated fats, trans-fatty acids, sugars, or salt and increasing their exposure to foods and beverages compatible with a balanced diet and healthy, active lifestyle.

In 2008, IFBA members adopted a global policy on marketing and advertising to children under 12 years of age, covering TV, print and third-party internet advertising where the majority (greater than 50%) of the audience was composed of children under 12 years. This policy was designed as a *framework commitment*, taking into account the realities of different companies operating across different markets and with different product portfolios. The common baseline enables aggregate global compliance monitoring.

IFBA has established a framework for third-party verification of member company compliance with the policy in a globally representative sample of markets. Yearly verification reports are published annually and available on the [IFBA website](#).

This policy is an evolving process and IFBA members have, and will continue to, look to enhance it over time. In November 2011, IFBA strengthened the global policy to ensure more programming is covered and to improve coverage in the online world.

The Global Policy on Advertising and Marketing Communications to Children

IFBA members commit either to:

1. only advertise certain products that meet specific nutrition criteria based on accepted scientific evidence and/or applicable national and international dietary guidelines (since food company portfolios vary widely, each company determines its own nutritional criteria and makes these public) to children under 12 years; or
2. not to advertise their products at all to children under the age of 12 years.

The policy covers TV and print advertising, third-party internet and now, company-owned websites (including corporate and brand-owned websites) directed to children under 12 years.

For the purpose of this policy, "advertising to children under 12 years" means advertising in child-directed media where 35% or more of the audience is under 12 years of age.

Members commit not to engage in product marketing communications to students in primary schools, except if requested by, or agreed with, the school administration for specific educational purposes.

IFBA will publish yearly verification reports to demonstrate compliance levels with this global policy.

IFBA members will start transitioning to this enhanced policy now, ensuring that it is applied consistently at a global level by no later than 31 December 2012. (*Note: PepsiCo will require a longer implementation period up to, but no later than, 31 December 2013*).

IFBA members will play a leadership role in promoting the adoption of this policy in the wider marketplace through national pledge programmes. These pledges, based on the core tenets of the IFBA global policy, encourage local companies to follow IFBA's lead and to improve the types of products they advertise to children, and to promote balanced diets and healthy, active lifestyles.