

## ADVERTISING INDUSTRY PLEDGES ACTION ON CHILDREN

**10 October 2011:** Mark Lund, Chair of the Advertising Association's Children's Panel, will this week present to Prime Minister David Cameron new guidelines preventing children aged under 16 from being employed to act as brand ambassadors or in peer-to-peer marketing campaigns.

The move, instigated by the Panel and widely supported by industry, was recommended by Reg Bailey, CEO of Mother's Union, in his Government report "Letting Children Be Children."

Lund said: "Bailey recognised that the commercial world has much to offer children and families, but that we need to ensure we observe sensible guidelines in the way we interact with them. These measures will help industry do just that."

The Advertising Association has issued new guidance that:

*"Young people under the age of 16 should not be employed and directly or indirectly paid or paid-in-kind to actively promote brands, products, goods, services, causes or ideas to their peers, associates or friends."*

The principle has been supported by more than twenty leading organisations and key trade associations. The guidance does not apply to the employment of children as actors or performers in advertisements.

The industry will also outline new actions to restrict the use of sexualised imagery in outdoor media – particularly near schools – and plans to provide better information to parents on digital marketing techniques.

These changes will help advertisers manage campaigns in the context of a statement from the Advertising Standards Authority that the regulator is reviewing the acceptability of sexualised imagery in outdoor advertising, to take account of parental concern expressed in Reg Bailey's report.

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### **Editors' notes**

#### **1. Contacts**

Ian Barber  
020 7 340 1107/07828 656 298  
[ian.barber@adassoc.org.uk](mailto:ian.barber@adassoc.org.uk)

Tom Bage  
020 7 340 1104/ 07950477842  
[tom.bage@adassoc.org.uk](mailto:tom.bage@adassoc.org.uk)

#### **2. About the Advertising Association**



The Advertising Association brings all sides of the £15 billion advertising industry together - agencies, media owners and advertiser - to champion its role, protect its rights and deliver its responsibilities. At the heart of the AA is its role as the forum through which companies and their trade associations can collectively monitor and review developments relevant to the advertising industry; shape the sector's self-regulatory systems; and advise policy makers. We have four aims:

- creating and maintaining public trust and confidence in advertising
- creating a single confident and coherent industry voice
- advocating less and better regulation around advertising and supporting the freedom to advertise responsibly
- inspiring our industry to lead the agenda

Further information about the AA, its membership and remit is available here <http://www.adassoc.org.uk/>

### **3. Supporters of the pledge**

#### **Pledge Signatories**

Coca-Cola  
Dubit  
EdComs  
Ferrero  
Johnson & Johnson  
L'Oreal  
Mastertronic  
Microsoft  
National Schools Partnership  
Nintendo  
Pepsico  
Procter & Gamble  
Specsavers  
TenNine  
Unilever  
Virgin Media  
Vodafone

#### **Supported by *Facebook* and the following Trade Associations**

BTHA  
DMA  
IAB  
IPA  
IPM  
ISBA  
Mobile Broadband Group  
MRS  
PRCA  
UKIE  
WOMMA

### **4. New guidance on sexualised imagery in outdoor advertising**

Panel member, the Outdoor Media Centre, has issued new guidance to its members to:

- not display advertising for lap dancing clubs or sex shops within 100m of schools or other sensitive locations such as churches and mosques
- offer the opportunity to all advertisers to not advertise on static panels within 100m of schools, should they flag up that requirement at the point of booking
- advise advertisers who may have concerns about the content of their advertisement to seek copy clearance from CAP prior to display