



## THE RESPONSIBLE CHILDREN'S MARKETING INITIATIVE COMPANY ACTION PLAN

**COMPANY NAME:** Ferrero Australia Pty. Ltd.

**DESCRIPTION OF CORE BUSINESS:** *Manufacturers, marketers and distributors of the confectionery brands 'Tic Tac', 'Ferrero Rocher', 'Ferrero Raffaello', 'Ferrero Collection', 'Kinder' including 'Kinder Surprise', 'Kinder Bueno' and 'Kinder Chocolate' and the spreads brand 'Nutella'*

### **STATEMENT OF COMPANY COMMITMENT:**

*Increasing worldwide attention to diet, nutrition and physical activity is of great significance to the international food and beverage community, of which Ferrero is a part.*

*Ferrero supports the notion that responsible commercial communications can assist consumers in making appropriate choices about food and beverage products, as well as in understanding the role of nutrition, diet and physical activity in order to achieve a globally healthy and active lifestyle. By conveying commercial communications consistent with the principles of good nutrition, balanced diet, physical activity and personal choice, industry can play an important role.*

*As a global industry player, Ferrero consistently applies the "Framework for responsible food and beverage communication" adopted by the ICC - International Chamber of Commerce, as well as the regional and national self-regulatory Codes developed locally on that basis. Ferrero recognises the need for proper enforcement mechanisms to sanction or amend advertisements that do not meet the above-mentioned self-regulatory requirements.*

*Ferrero believes that an effective self-regulation of commercial communications provides a valuable framework to best serve the consumer's interest in receiving truthful and accurate communications. This is why Ferrero, individually as well as through the Associations to which it belongs (such as WFA, the World Federation of Advertisers, IFBA, the International Food & Beverage Alliance and locally the AANA, Australian Association of National Advertisers), is an active player in the self-regulatory process at national, as well as international level.*

*Ferrero has always believed in the crucial role played by parents in educating their children to a balanced diet and a healthy and active lifestyle. Therefore, advertising & marketing communications concerning our food products are directed primarily to the adults who make the household purchasing decisions and to young people 12 years and older, in terms of content, as well as of media purchasing.*

*Although the existence of a direct link between advertising and children's eating habits has not been proven, Ferrero believes that particular care should be exercised when commercial communications are directed primarily to children, especially when children are most likely exposed to such communications without parental supervision.*

## **CORE PRINCIPLES:**

*In line with the above considerations, Ferrero will meet the core principles outlined in the Responsible Children's Marketing Initiative by:*

### ***Advertising Messaging***

*Ferrero commits:*

- *Not to advertise its products at all to media audiences with more than 35% children under 12 years; OR*
- *Only advertise products which fulfil specific nutrition criteria, consistent with established scientific evidence and/or applicable national and international dietary guidelines to media audiences with more than 35% children under 12 years*
- *Ferrero also commits not to portray physically inactive children (e.g. watching TV or playing sedentary games) in its commercial communications. Our advertising and marketing strive to promote dynamic and active lifestyles, especially when it concerns children.*

### ***Use of popular personalities and characters***

*Ferrero ensures that live or animated personalities featured in its advertising are not used to sell its products primarily to children in a way that obscures the distinction between editorial content and commercial promotion.*

*Third-party licensed characters cannot be used as a way to primarily appeal to children under 12 years of age. Ferrero reserves the right to continue to use its brand-owned characters for all audiences.*

*This is in addition to requirements under the Children's Television Standards 2009 covering C and P periods (CTS Section 35).*

### ***Product placement***

*There will be no intentional placement of Ferrero products for the purpose of promoting their sale in any television program, or movies primarily directed to children under 12, unless those products are consistent with healthy dietary choices.*

### ***Use of products in interactive games***

*There will be no intentional placement of Ferrero products in any interactive games primarily directed to children under 12, unless the interactive game incorporates or is consistent with healthy dietary choices.*

### ***Advertising in schools***

*Ferrero will not carry out any type of communication, distribution or sampling of its products in primary schools, but reserves the right to promote education and sports when specifically requested by, or agreed with, the school administration.*

### ***Use of premium offers***

*Ferrero will commit to not advertising premium offers unless the reference to the premium is merely incidental to product being advertised in accordance with the codes of the Australian Association of National Advertiser and Children's Television Standards 2009 (CTS Section 33).*

## **MEDIA**

*This initiative applies to television, radio, print, cinema, online (including company-owned websites and company-owned social media profiles), DVD-CD-ROM, direct marketing, product placement, interactive games, outdoor marketing, mobile and SMS marketing where the audience is predominantly children and/or where the theme, visuals and language used are directed primarily to children.*

*According to our policy, 'primarily directed to children under 12' means advertising in measured media where 35% or more of the audience is under 12 years of age. Where adequate data are unavailable, Ferrero will consider other factors as appropriate, which may include the overall impression of the advertising, actions taken to restrict child access and the target demographic based on the company's media plan.*

*All Ferrero websites are not directed primarily to children under 12 and, where appropriate, age-screening systems are implemented to ensure that all reasonable steps have been taken in order to restrict children under the age of 12 from submitting personal information, viewing advertising and downloading branded leave-behind materials without parental consent.*

*Ferrero Australia will abide by the following Codes:*

- The AANA Children's Advertising Code*
- The AANA Food & Beverages Advertising Code*
- The AANA Code of Ethics*

## **COMPLIANCE AND COMPLAINTS**

*We agree to abide by any decision or ruling made by the appointed arbiter in relation to the execution of this plan.*