



FrieslandCampina [nl](http://www.frieslandcampina.com)

FrieslandCampina Corporate Standard for Responsible Marketing Communications

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FrieslandCampina Corporate Standard for Responsible Marketing Communications

The purpose of FrieslandCampina is to provide better nutrition for the world, a good income for our farmers now and for generations to come. To support consumers to make healthy choices for themselves and their children, they need clear and transparent information about our brands and our products. With this *FrieslandCampina Corporate Standard for Responsible Marketing communications* we ensure responsible marketing practices within FrieslandCampina, with special attention for marketing directed at children

Scope

The *FrieslandCampina Corporate Standard for Responsible Marketing Communications* is part of the FrieslandCampina Nutrition Policy and applies to all marketing communications, all over the world for FrieslandCampina branded products. If local legislation, codes of recognised national self-regulatory organisations or voluntary commitments undertaken by FrieslandCampina are more restrictive than this standard, the most stringent principles apply.

General principles for FrieslandCampina marketing communications¹

In general, our marketing communications:

- do not mislead and are truthful.
- do not depict attitudes that are discriminatory or offensive.
- only contain nutritional and health claims with sound scientific and legal basis.
- do not encourage or condone excess consumption. Serving sizes are appropriate to the setting portrayed.
- do not undermine the importance or promotion of healthy, balanced diets.
- do only contain copy, sound and visual presentations that accurately represent the material characteristics of the product featured, such as taste, size, content, nutritional or health benefits, and do not mislead consumers about any of those characteristics.
- do not represent food products as substitutes for meals if they are not intended as such.
- do not undermine the promotion of healthy, balanced diets, or the importance of a healthy, active lifestyle.
- do only present food or beverages in the context of a meal in a reasonable variety and quantity to reflect generally-accepted good dietary practice.
- do not use severely thin or obese people as models in commercial marketing communications.

Additional principles for marketing communications directed at children²

The World Health Organisation (WHO) considers childhood obesity as one of the most serious public health challenges of the 21st century. Children constitute an audience with a more limited capacity for assessing information in marketing communications. As stated by the WHO, advertising influences children's food preferences, purchase requests and consumption pattern. Therefore, in addition to our basic principles, we developed additional principles for marketing communications directed at children.

¹ Based on the "Principles of Food and Beverage Product Advertising"; CIAA (Confederation of the food and drink industries of the EU), 2004 and the "ICC Framework for Responsible Food and Beverage Marketing Communications"; International Chambers of Commerce, 2012

² Based on EU Pledge Commitments, the "Principles of Food and Beverage Product Advertising"; CIAA (Confederation of the food and drink industries of the EU), 2004, the "ICC Framework for Responsible Food and Beverage Marketing Communications"; International Chambers of Commerce, 2012 and the Dutch Advertising Code for Food Products.

Our marketing communications primarily directed at children:

- are not primarily directed at children under the age of six years old, except for cheese and milk products that comply to the criteria for tailored nutrition in the *FrieslandCampina Global Nutritional Standards*.
- can only be primarily directed at children six to twelve years of age if the product complies with the *FrieslandCampina Nutrition Criteria for Marketing Towards Children*.
- related to food and beverage products are not allowed in primary schools except when they have an educational purpose and if specifically requested by or agreed with the authorities or the school administration.
- and packaging and point of sale material only contain licensed characters or celebrities with strong appeal to children if the products are compliant with the *FrieslandCampina Nutrition Criteria for Marketing Towards Children*.
- do not create a sense of urgency and do not imply exclusivity or price minimization (for example by using the words 'now' or 'only').
- do not exploit a child's imagination by using fantasy/animation in a way that could mislead it about the (nutritional) benefits of a product.
- are understandable and should not be misleading about potential health or other benefits from the consumption of the advertised product, including increasing a child's status or popularity with peers, success in school or sports, or intelligence.
- do not undermine the role of parents and other adults responsible for a child's welfare in guiding diet and lifestyle choices.
- do not include any direct appeal to children to persuade their parents or other adults to buy the advertised products for them.
- do not include advertising of products derived from or associated with a children's TV programme during or adjacent to that programme.
- do not use broadcast or print media personalities (live or animated) to sell products, premiums or services in a way that obscures the distinction between programme or editorial content and commercial promotion. For example, commercials or advertisements featuring characters from programmes or publications primarily directed at children should not be adjacent to programmes or articles in which the same personality or character appears.

Specific principles for school (milk) programmes

- FrieslandCampina will only engage in school (milk) programmes approved by the authorities or the school administration.
- Communication of school (milk) programmes that is aimed at parents or children has to comply with the mentioned general principles and the additional principles for responsible marketing communications directed at children.
- FrieslandCampina will only supply foods and beverages to primary schools that:
 - comply with the *FrieslandCampina Nutrition Criteria for Marketing Towards Children* and are approved by the school administration or,
 - are covered by a school (milk) grant programmes.

Monitoring

FrieslandCampina provides training to make sure that employees are aware of the *FrieslandCampina Principles for Marketing Communications* and adhere to it. In addition, our marketing- and media agencies are informed. Compliance of our marketing communications with the FrieslandCampina principles will be monitored on a regular basis (e.g. EU Pledge). In case of non-compliance FrieslandCampina will take actions for improvement.

Definitions

Marketing communications

Communications intended to promote products or to influence consumer behaviour, such as sponsoring & advertising, product placement and promotions on television, radio, all printed media, cinema, DVDs, CDs, SMS, mobile marketing and digital media like internet, (adver)games, social media and vloggers. This does not include packaging or point of sale (POS) material (except for POS material out of home where the audience is $\geq 25\%$ children). For marketing communications, not under direct control of the brand owner (like user-generated content) there is an obligation to undertake an effort in relation to this standard.

Marketing communications primarily directed at children

Marketing communications with a media audience, visitors or readership of at least 25% children at the time of media planning. Where no reliable audience measurement data are available, FrieslandCampina considers not only the placement, but also the content and overall impression of the marketing communications.

Children

All people under the age of twelve years.

FrieslandCampina Nutrition Criteria for Marketing Towards Children

Nutrition criteria in accordance with the *EU Pledge Nutrition Criteria White Paper* - update July 2015. These nutrition criteria are developed on the basis of available international guidance and underpinned by some key principles such as scientifically grounded, comprehensiveness and suitability for validation. The EU Pledge Nutrition Criteria were designed for the specific and exclusive purpose of food advertising to children under the age of twelve years.

Criteria for tailored nutrition in the *FrieslandCampina Global Nutritional Standards*

Nutrition criteria used for FrieslandCampina branded consumer products positioned as tailored nutrition.

Licensed characters

Licensed characters (live or animated) are popular in mass media and are being used by more parties in the market. A license is needed to use the character (e.g. Mickey Mouse, Sponge Bob). A licensed character is not a character that is unique and especially developed for the brand.