

**Case ID: 114****Decision****To** EU Pledge Secretariat

6 November 2025

**From** EASA Secretariat**Description**

Kellanova Pringles Mystery Flavour Influencer Instagram

**Complaint**

The complainant filed a complaint regarding marketing practices by Kellanova in Spain, attaching screenshots of the advertising piece with additional comments:

One influencer (@marinariverss) collaborates with Pringles in a light-hearted Instagram Story combining humour and everyday life. In the video, Marina talks about the things she enjoys since living alone, while joking with her mother. She laughs that now she's free to eat Pringles anywhere in the house, and she is seen snacking straight from the box. The promotion of this marketing campaign with a young influencer popular with young people, demonstrates marketing towards younger children, in particular to those under 13.

Use of influencer: @marinariverss is a 22-year-old Spanish lifestyle creator with around 2.2 million followers, many of whom are teenagers. Her friendly, humorous tone and informal content make her highly relatable to minors who follow her daily life online.

Lifestyle and emotional framing: The Story connects Pringles with themes of freedom and independence, as Marina playfully celebrates the ability to eat wherever she wants now that she lives alone. This narrative resonates with adolescents aspiring to autonomy and adulthood, positioning Pringles as part of that lifestyle.

Product visibility and youth targeting: The Pringles box is prominently featured throughout the video, with Marina shown eating from it while chatting casually. The humour, light tone, and focus on self-expression make the content especially appealing to minors, who associate the brand with freedom, and the excitement of growing up.

**Advertiser's response**

Kellanova provided the following information as an answer:

The EU Pledge is a voluntary initiative by leading food and beverage companies to change food and beverage advertising to children under the age of twelve in the European Union. One of the main commitments is not to advertise for food and beverage products to children under the age of 13 on TV, print and internet, except for products which fulfil common nutritional criteria. According to EU Pledge guidelines for influencer marketing, to determine if an influencer's primary target audience is under the age of 13, the same standard should be as used as for all marketing channels and communications. Kellanova promoted the new Pringles Mystery Flavour through a paid collaboration with the then 22-year-old Spanish social media influencer Marina Rivers (@marinariverss). The Pringles brand has an age target demographic of adults 18+, which is aligned with the audience targets of the social media influencers which we collaborate with. In reflection of the age target of Pringles, over 95% of the influencer's Marina Rivers

(@marinariverss) Instagram followers are over the age of 18. She identifies the collaboration by referencing the Pringles Spain official Instagram profile (@Pringles\_sp) which is age-gated for 18+ audiences, meaning users need to be logged in and over the age of 18 to access the content. The creative execution of the video was similarly aimed at an adult audience. We see the influencer guessing which flavour she thinks the Pringles Mystery Flavour could be. Overall, we believe the visuals, use of adult language and the theme of the video would not be of primary appeal to children under the age of 13 years. Based on the above consideration, we would respectfully submit that this Instagram post is aligned with the EU Pledge commitment

### **EU Pledge commitment**

EU Pledge members commit either to:

- Only advertise products to children under the age of 13 years that meet the common EU Pledge Nutrition Criteria; or
- Not to advertise their products at all to children under the age of 13 years.

The above policy covers marketing communications for food and beverage products that are primarily directed to children under 13 in covered media.

Marketing communications means paid advertising or commercial sales messages for food and beverage products, including marketing communications that use licensed characters, celebrities, influencers, and movie tie-ins primarily appealing to children under 13. Company- owned, brand equity characters are not covered by the policy.

Primarily directed to children under 13 means advertising in measured media where 30% or more of the audience is under 13 years of age. Where adequate data are unavailable, companies 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.

Covered media means the following vehicles: TV, 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. Packaging, in-store and point of sale as well as forms of marketing communications which are not under the direct control of the brand owner, such as user- generated content, are not covered by this policy.

### **Decision**

The complainant informed us that they did not wish to proceed with the case. As a result, the matter is considered resolved and will be closed. It will not be submitted to the panel of experts for further review.