

**Case ID: 115****Decision****To** EU Pledge Secretariat

6 November 2025

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

Coca-Cola Sweden Instagram Influencer

**Complaint**

The complainant filed a complaint regarding marketing practices by Coca-Cola in Sweden, attaching screenshots of the advertising piece with additional comments:

One influencer (@nikitauggla) collaborates with Coca-Cola in story that blends celebrity appeal with everyday relatability. The Instagram Story features Nikita Uggla, a 24-year-old Swedish actress known for her role in the global Netflix series *Young Royals*, a show with a large teen and young adult following. In the story, she opens her fridge and shows it “filled with the necessities of life,” prominently displaying cans of Coca-Cola zero.

Use of influencer: With around 259k followers, nikitauggla has a strong fan base of adolescents who admire her both as a celebrity and as a relatable young woman. Her participation gives Coca-Cola direct visibility among underage audiences, as her followers largely belong to the same age group that watches *Young Royals*, including children under 13. By using a youth-oriented actress, the campaign extends its reach to minors through entertainment figures they aspire to.

**Advertiser's response**

Coca-Cola provided the following information as an answer:

Coca-Cola places great importance on its compliance toward the EU Pledge as well as its own Global Responsible Marketing Policy and, of course, the national regulations for marketing products to children, in this case, the Radio and television Act (Radio- och tv-lag (2010:696)) according to which it is forbidden to feature people who play a prominent role in programs that are primarily aimed at children under the age of 12 or to capture the attention of children under the age of 12 and the prohibition against personalized direct marketing to children under the age of 16.

Coca-Cola wishes to emphasize that it exercises due care to ensure that all of its marketing activities are always in compliance with the relevant laws, company policies and industry pledges. The Share A Coke campaign went live in Sweden in March 2025. The campaign has been adapted to the Swedish market and includes local social media influencers as part of the marketing activities.

The campaign is aimed at young adults, aged 18-24. All influencers in this campaign have been chosen specifically for their appeal to the young adult (ages 18-24) segment. The viewer statistics of the influencers have been vetted and the influencers were chosen with the intent to reach an older audience on the basis of age demographics provided by CreatorIQ audience analytics. As a result, the largest viewership segment of each influencer falls well within the young adult category, with some followers on either side of that segment. For paid content, the influencer agency and the Coca-Cola team preview the related videos, posts, and other social media activities of the influencers to ensure continued compliance with brand and

regulatory standards.

The complaint concerns a specific video featuring @nikitauggla, a 24-year-old Swedish actress known for her role in the global Netflix series *Young Royals*. In the story, she opens her fridge which, among other food and drinks, contains also cans of Coca-Cola zero. We respectfully draw your attention to the following:

- The Young Royals is a show with very broad audience appeal and has been awarded “Kristallen” (Sweden’s Emmy award) category for Best Program (overall 1x winner 1x nomination) and 2x nominated to Viewers Favorite (overall) besides being awarded Best Youth Drama (1x). It has a much wider audience than adolescents. We therefore consider engaging with this influencer is an appropriate partnership, and this is borne out by the data shown below in her Instagram account.
- Segmentation statistics showing that the main group of her followers consist of 18-24-year-olds.

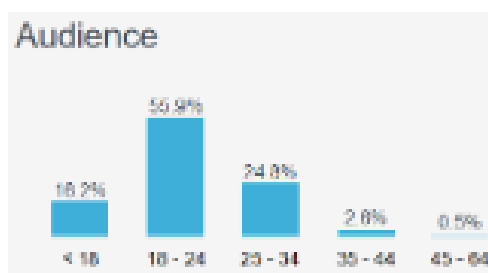


Chart 1: age segmentation for @nikitauggla

- Nikita posted this content organically from when she attended the Nordic Share A Coke influencer event in Stockholm.
- We have reviewed the content carefully and assess that the video and posts, including subject matter and visual elements, are not aimed primarily at children under the age of 13, which is the age threshold applied voluntarily by the Swedish soft drink advertisement board. Rather, we consider it to be aimed at the intended target group of teens and young adults.

Based on the information and evidence shared, we assess the activation and content to be compliant with the EU Pledge. We would like to reiterate our strong commitment to the EU Pledge.

### 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.