

EU PLEDGE ACCOUNTABILITY MECHANISM

Case ID: 95

Settlement

27 July 2023

Description

McDonald's Facebook story in Belgium.

Complaint

The complainant submitted screenshots of the Facebook page, without any additional comments.

Advertiser's response

McDonald's provided the following statement:

The image in question related to a post on the McDonald's Belgium Facebook profile was live from January 2023 to March 2023. It is no longer available online and we do not expect to use it again the future. Therefore, no further action can be made at this time.

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 35% 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 case was settled, as the complainant did not provide additional information and/or request to proceed with the ruling. The case will be closed and not be brought to the panel of experts for further review.