

EU PLEDGE ACCOUNTABILITY MECHANISM

Case ID: 102

Settlement

3 February 2025

Description

Kellanova Pringles Spain Instagram Influencer.

Complaint

The complainant submitted screenshots of the Instagram page, where the influencer/singer Adri Bylus was promoting Pringles on the 20th of January.

Advertiser's response

Kellanova provided the following statement:

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.

We promoted the launch event for a new Pringles Mystery Flavour through a paid collaboration with 23-year-old Spanish social media influencer Adri Bylus (@adribylus), who developed a video which was reposted on the Pringles Spain official Instagram profile (@Pringles_sp) as an Instagram story which is only visible for 24 hours. 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. The Pringles Spain official Instagram profile (@Pringles_sp) is age-gated for 18+ audiences, meaning users need to be logged in and over the age of 18 to access the content. In reflection of the age target of Pringles, over 90% of the influencer's Adri Bylus (@adribylus) Instagram followers are over the age of 18.

Audiencia alcanzada ⓘ



Figure 1: Demographic breakdown Instagram followers @Pringles_sp

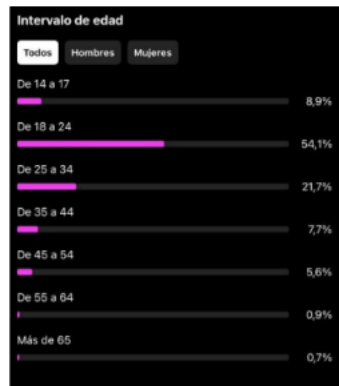


Figure 2: Demographic breakdown Instagram followers @adribylus

The creative execution of the video was similarly aimed at an adult audience. We see the influencer guessing which flavour he 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 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.