

Top food companies meet EU Pledge commitment on marketing to kids

Industry further strengthens nutrition criteria

More brand owners sign up to the initiative

'Accountability mechanism' will be launched this year

Brussels, March 26, 2018: According to [newly released data](#), 99% of members' websites and 98% of social media pages were found to be compliant with the EU Pledge commitment (www.eu-pledge.eu) on restricting food marketing to children. TV advertising compliance rate was also high at 97.4%.

Under the EU pledge, 22 leading companies¹ committed to changing the way they advertise to children under the age of twelve. The scope of the commitment was extended on 31 December 2016 to cover all media² and to address the creative execution of marketing communications.

This is the first year the European Advertising Standards Alliance (EASA) has publicly assessed compliance with the strengthened commitments. Six national advertising standards organisations reviewed over 200 brand websites and over 100 social media pages in total. As in previous years, Accenture Media Management has also reviewed all signatories' TV advertising spots aired during Q1 2017 in six markets.

The monitoring results demonstrate how brands are voluntarily pulling out marketing communications for non-compliant products of children's programming and websites aimed at children.

Earlier this year, EU Pledge companies have also announced the adoption of **stricter common nutrition criteria** for several categories of products that will determine - for those companies using nutrition criteria³ - what products can be advertised to children. These criteria will come into force at the end of 2018⁴.

The group also announced that Danish dairy company **Arla Foods** has joined the initiative this year, taking coverage of EU food marketing spend to over 80%.

Furthermore, the EU Pledge is establishing an **accountability mechanism** to allow members of the public to question the compliance of members' marketing communications with the commitment. The system will be launched in 2018.

Said Stephan Loerke, WFA Chief Executive Officer; *"We are delighted that members achieved high compliance equally across media channels, including digital. Effective coverage of social media is critical to ensuring the continued effectiveness of this initiative. The launch of the accountability mechanism will significantly strengthen the commitment and make companies even more accountable."*

The EU Pledge is facilitated and endorsed by the World Federation of Advertisers and is a joint industry commitment to the *EU Platform for Action on Diet, Physical Activity and Health*⁵ set up by the European Commission in 2005.

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¹ Amica Chips, Arla Foods, Bel Group, Burger King, Coca-Cola, Danone, Ferrero, Friesland Campina, General Mills, Intersnack, Kellogg, KiMs, Lorenz Snack-World, Mars, McDonald's, Mondelez, Nestlé, PepsiCo., Unilever, Unichips - San Carlo and Zweifel Pomy-Chips.

² Further information about the enhanced commitments can be found here: <http://www.eu-pledge.eu/content/enhanced-2014-commitments>

³ Several member companies have chosen not to advertise any of their products to children under 12.

⁴ The full EU Pledge Nutrition Criteria White Paper is available at www.eu-pledge.eu. The changes described above will be incorporated in a revised White Paper, which will be published on the EU Pledge website in the course of 2018.

⁵ http://ec.europa.eu/health/nutrition_physical_activity/platform/index_en.htm

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The full EU Pledge Monitoring Report can be downloaded at www.eu-pledge.eu

Note for editors:

The World Federation of Advertisers (WFA) is the voice of marketers worldwide, representing 90% of global marketing communications spend – roughly US\$900 billion per annum – through a unique, global network of the world’s biggest markets and biggest marketers. WFA’s champions responsible and effective marketing communications worldwide. More information at www.wfanet.org

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