

Company Policies on Food Marketing to Children, 2009

Company	% Ads Covered & Age Restrictions	Audience Definition	Media Covered	Interactive Games	Licensed Characters	Packaging	Schools	Product Placement	Implementation
Children's Food and Beverage Advertising Initiative (CFBAI) Guidance	<ul style="list-style-type: none"> ▪50% ▪Under 12 yrs 	Not specified	TV, radio, print, Internet	Limit products shown to healthy dietary choices or incorporate healthy lifestyle messaging	Reduce the use of licensed characters unless messaging complies with healthy dietary choices/healthy lifestyles. Participants must state commitment in terms of percentage reduction. Does not apply to packaging unless it appears in advertising. Does not apply to company-owned characters	No guidance/requirement	No ads in elementary schools. This does not apply to displays, charitable fundraising activities, public service messaging, or items provided to school administrators. Does not apply to middle and high schools	No payment for or actively seeking to place products in program/editorial content	6-9 months following initiation of CFBAI monitoring
Burger King	<ul style="list-style-type: none"> ▪100% ▪Under 12 yrs: Must meet nutrition standards 	30%+ under 12	TV, radio, print, own and 3rd party Internet	Only if foods meet nutrition standards	For ads, use only if foods meet nutrition standards; does not apply to other marketing such as toy giveaways or in-store marketing	Not covered (nor is in-store marketing)	No ads in elementary schools (with CFBAI exceptions)	None	March 31, 2008 (July 2007 pledge updated July, October, & November, 2008)
Cadbury Adams	<ul style="list-style-type: none"> ▪No ads to kids under 12 years 	50%+ under 12	TV, radio, print, own and 3rd party Internet	No sites primarily directed to children under 12	No use of licensed characters in advertising to children.	No licensed characters on packages	No ads in elementary schools.	None	March 31, 2008 (July 2007 pledge updated April 2008)
Campbell Soup Company	<ul style="list-style-type: none"> ▪100% ▪No ads to kids under 6 ▪Under 12 yrs: Must meet nutrition standards 	Audience composition index of 200 or more of kids 6-11 yrs	TV, radio, print, own and 3rd party Internet	Only if foods meet nutrition standards	Applies only to characters in ads and allowed only if foods meet nutrition standards	Not covered	Will use PSAs in class or cafeteria, fundraising and product displays in food service in elementary schools. Will continue Labels for Education redemption program	None	August 2007- July 2008 (July 2007 pledge updated October 2007, June & October 2008)

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Coca Cola	No ads to kids under 12	50%+ under 12	TV, radio, print, own and 3rd party Internet	Covered by pledge	No licensed characters in ads (b/c no ads to <12 yr)	Not covered	Says no ads in school already but does have in-school marketing. Changing sales and vending fronts to meet Alliance standards.	None	Effective at time of July 2007 pledge
ConAgra	<ul style="list-style-type: none"> ▪ 100% (though reserves right to use healthy lifestyle messaging later) ▪ Under 12 yrs: Must meet nutrition standards 	35%+ under 12 for TV, print, and Internet; programming specifically designed to appeal to or which is primarily targeted to children under 12 for radio	TV, radio, print, Internet	Products that meet nutrition standards and/or promote healthy lifestyle messaging	Allowed if foods meet nutrition standards and/or in advertising that incorporates healthy lifestyle messaging	Not covered	Will not advertise to children in elementary school settings (with exception of existing agreements & CFBAI exceptions)	None (with exception of existing agreements)	Advertising, licensed characters, and interactive games by September 2008 for Kid Cuisine, Peter Pan, and Hunt's Snack Pack brands, and by June 2009 for Chef Boyardee. Product placement and schools by June 2008 (unless noted exception)
Dannon	<ul style="list-style-type: none"> ▪ 100% ▪ Under 12 yrs: Must meet nutrition standards 	50%+ under 12	TV, radio, print, Internet	Only if foods meet nutrition standards	Applies only to characters in ads and allowed only if foods meet nutrition standards	Not covered	No ads in schools (with CFBAI exceptions)	None	January 1, 2009
General Mills	<ul style="list-style-type: none"> ▪ 100% ▪ No ads to kids under 6 ▪ Under 12 yrs: Must meet nutrition standards 	50% + under 6, 35%+ under 12	TV, radio, print, own and 3rd party Internet	Only if foods meet nutrition standards	Allowed if foods meet nutrition standards; applies to characters in ads, on websites, and on packages	Licensed characters only on products that meet nutrition standards	No advertising in elementary, middle, or high schools. Continues BoxTops for Education redemption program.	None	December 31, 2008 (July 2007 pledge updated March 2008)

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Hershey	No ads to kids under 12	30%+ under 12	TV, radio, print, own and 3rd party Internet	No games targeted to kids under 12 on own site	Only uses licensed characters for general audience marketing. Applies to all character associations with products or in any company communication	Licensed characters covered	No direct ads and no branded educational materials in/for elementary schools	None	June 1, 2007
Kellogg	<ul style="list-style-type: none"> ▪ 100% ▪ No ads to kids under 6 ▪ Under 12 yrs: Must meet nutrition standards 	50%+ under 12 OR 35%+ designed to appeal to/ targeted to under 12	TV, radio, print, Internet (third party and own site), and on-package marketing. Use of celebrity spokespersons, viral marketing, branded toys and games, and cell phone marketing directed primarily to children under 12. Brand sponsorship of "kids clubs" or other children's communities	Limit kids' (under 12) access to general audience websites (parental consent). Integrate only products that meet nutrition standards into online games.	Applies nutrition standards in advertising and on packaging	Covers use of licensed characters, games, sweepstakes toys, and food packages	No ads in schools with children <12 years (with CFBAI exceptions)	None	December 31, 2008
Kraft	<ul style="list-style-type: none"> ▪ 100% ▪ No ads to kids under 6 ▪ Under 12 yrs: Must meet nutrition standards 	35%+ under 12 or fall during time period regarded as kid viewing time	TV, radio, print, and own or 3rd party Internet sites	Only if foods meet nutrition standards	Use only if foods meet nutrition criteria; applies only to ads, not packaging	Not covered	No ads in elementary, middle or high schools	None	July 2007 (Updated July 2008)

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Mars (GOAT Food and Beverage Company)	<ul style="list-style-type: none"> ▪ No ads to kids under 12 yrs 	> 25% under 12, calculated over entire season	TV, print, radio and 3rd party and own Internet sites	Only if foods meet nutrition standards	No licensed characters in ads to children under 12 years	Covered for licensed characters that appeal to under 12	No direct ads in elementary schools	None	September 30, 2007 (July 2007 pledge updated March 2008)
McDonald's	<ul style="list-style-type: none"> ▪ 100% ▪ Under 12 yrs: Must meet nutrition standards 	30%+ under 12	TV, radio, print, own and 3rd party Internet	Only if meals meet nutrition standards	For ads, use only if meal meets nutrition criteria; applies only to ads, not on packaging or to point-of-purchase marketing (ex, toy give-aways)	Not covered (nor is in-store marketing)	No direct ads in elementary schools. Will continue to provide curricula and fundraising activities	None	January 1, 2008 (July 2007 pledge updated May 2008)
Nestle	<ul style="list-style-type: none"> ▪ 100% ▪ No ads to kids under 6 ▪ Under 12 yrs: Must meet nutrition standards 	35%+ under 12 35%+ under 6 Own websites: based on such factors as content, presentation, intended audience, and the composition of the audience to whom the web site is advertised	TV, radio, print, own and 3rd party Internet	Only if foods meet nutrition standards	For ads, only if foods meet nutrition criteria; pledge does not include packaging	Not covered	No direct ads in elementary schools (with CFBAI exceptions). Some previous activities planned prior to pledge will end by mid-2009.	None	January 1, 2009: TV, print, radio, and 3rd party Internet; During first half of '09: revise websites

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Pepsi	<ul style="list-style-type: none"> ▪ 100% ▪ Under 12 yrs: Must meet nutrition standards 	Content designed for or intended use by kids under 12, during kid times, children's programs	TV, radio, print, own and 3rd party Internet	Only products that meet nutrition standards	For ads, only if foods meet nutrition criteria; does not cover packaging	Not covered	No direct advertising in elementary or middle schools	None	January 1, 2008 (July 2007 pledge updated February & December 2008)
Unilever	<ul style="list-style-type: none"> ▪ 100% ▪ No ads to kids under 6 ▪ 6-11 yrs: Must meet nutrition criteria 	Medium primarily used by or created to appeal to under 12, just before/after or during kids programs, if program counts toward CTA obligations	TV, radio, print, own and 3rd party Internet	Only if foods meet nutrition standards	Only if foods meet nutrition standards; applies only to ads, not packaging	Not covered	No advertising in elementary schools (with CFBAI exceptions)	None	October 15, 2007 (July 2007 pledge updated July 2008)
Companies that have publicly available policies on food marketing to children									
Cartoon Network	Under 12 yrs: Must meet nutrition standards	Characters from company-owned original series targeted to children under 12 yrs	Character product licensing and custom brand-integrated promotional tie-ins on-air, online, and on-pack	Character product licensing and custom brand-integrated promotional tie-ins on-line must meet nutrition standards	Only if foods meet nutrition standards	Character product licensing and custom brand-integrated promotional tie-ins on-pack must meet nutrition standards	NA	No mention	January 1, 2008

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Discovery Kids	No policy	Associated with Discovery Kids shows or characters	Food and beverage products bearing the name or image of Discovery Kids or any of its characters and/or shows	Covers use of licensed characters	Only if foods meet standards	Use of their characters only if products meet nutrition standards	NA	No mention	No date specified
Disney	Under 13 yrs	No policy	Covers all uses of licensed characters; sponsorships, and the nutritional quality of theme park meals (healthy default options)	Address only products with licensed characters or promotional tie-ins	Only if foods meet nutrition standards	Character product licensing and promotional tie-ins on-pack must meet nutrition standards	NA	No mention	Already in place
Nickelodeon	No policy	Characters from company-owned original series (Nick only, does not cover other Viacom characters)	Character product licensing	Covers use of licensed characters	Only if foods meet food company's nutrition standards	Covers use of character product licensing	NA	No mention	No date specified

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PBS	No policy	Designed and appealing to audiences under 12 yrs	No products, product depictions or name or logo on a product package allowed to be shown in sponsorship spots	Not covered	Not covered	No policy	NA	No mention	Already in place
Qubo	<ul style="list-style-type: none"> ▪ 100% of TV ▪ Age restrictions not specified 	All programming they air and develop	Advertising during all Qubo television programming, including own channel and Qubo programming shown on other channels	Not Covered	No policy	No policy	NA	No mention	January 1, 2008
Sesame Workshop	Pre-school children	Sesame Workshop audience	Use of licensed characters	Covers use of licensed characters or promotional tie-ins	Only if foods meet nutrition standards	Character product licensing and promotional tie-ins on-pack must meet nutrition standards	NA	No mention	Already in place
Companies that do not have publicly available policies on food marketing to children									
CEC/Chuck E. Cheese's									
DineEquity (IHOP & Applebee's)									
Frankford Candy									
McCain Foods									
Perfetti Van Melle									

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Post									
Proctor & Gamble									
Subway									
Topps Candy									
YUM! Brands									
ABC (other than Disney)									
CBS									
Channel One/ Alloy Media									
Viacom (other than Nickelodeon)									