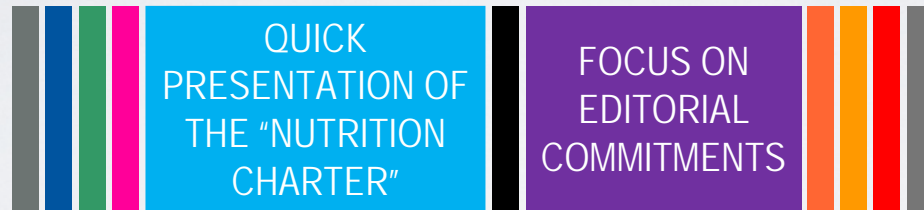


French "Nutrition Charter"
Focus on editorial commitments

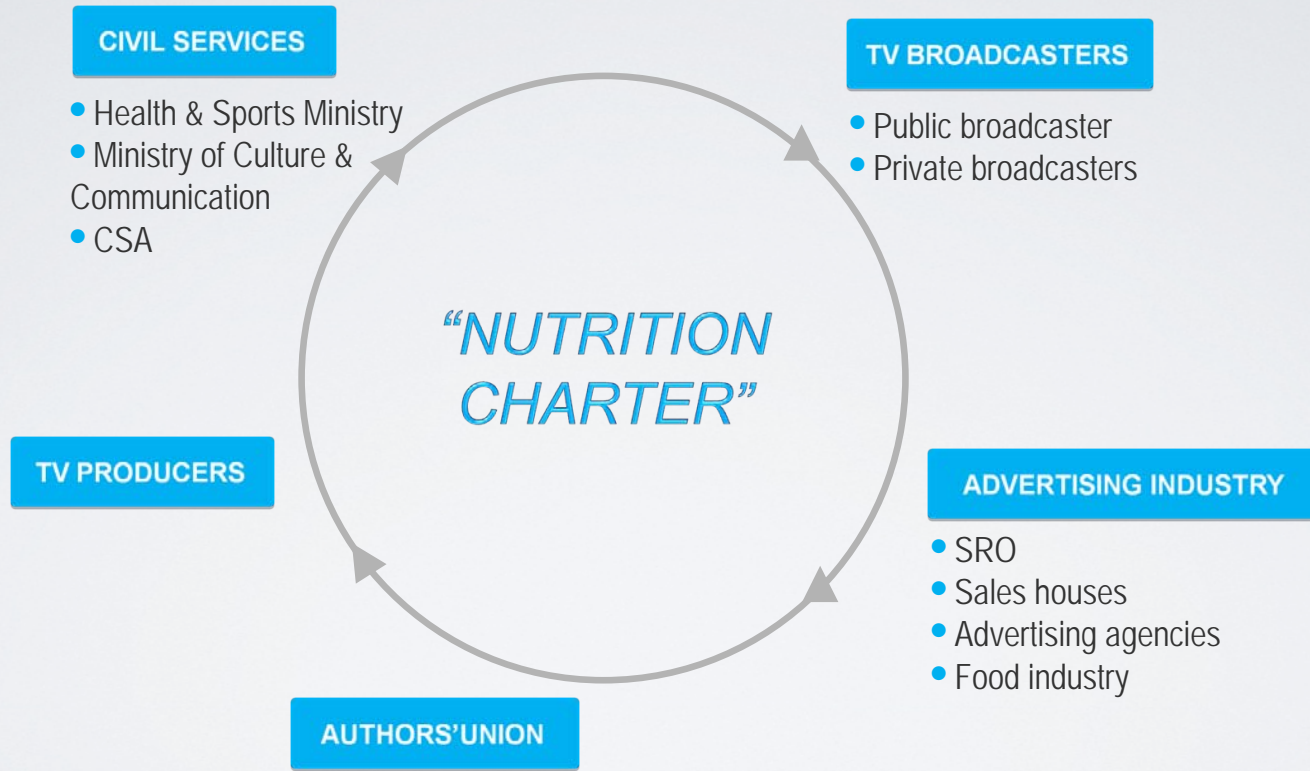
Didier ANGELO – Legal Affairs
TF1 Publicité



- STAKEHOLDERS
- COMMITMENTS

- FOCUS ON THE FOOD INDUSTRY COMMITMENT

ALL STAKEHOLDERS INVOLVED IN THE AGREEMENT



SPIRIT OF THE CHARTER

- ▶ BALANCE BETWEEN GENERAL INTEREST AND ECONOMIC CONCERNS
 - Commitment of the Government : regulatory statu quo on TV advertising for food during 5 years.
- ▶ NO GOOD OR BAD PRODUCTS, BUT GOOD OR BAD BEHAVIOURS
- ▶ TV HAS AN INCREASING SOCIAL ROLE TO PLAY FOR DELIVERING GENERAL INTEREST MESSAGES
- ▶ CONCRETE ACTIONS TO MAKE BEHAVIOURS EVOLVE, ESPECIALLY TOWARDS CHILDREN
 - “Editorialisation” of Public Health messages on good eating behaviours and healthy lifestyle.
 - Better adding than cutting off !

8 COMMITMENTS

1. UPGRADE ADVERTISING CODE
2. PRICE DISCOUNT FOR STATE CAMPAIGNS
3. COPY CLEARANCE

COMMITMENTS ON
ADVERTISING

EDITORIAL
COMMITMENTS

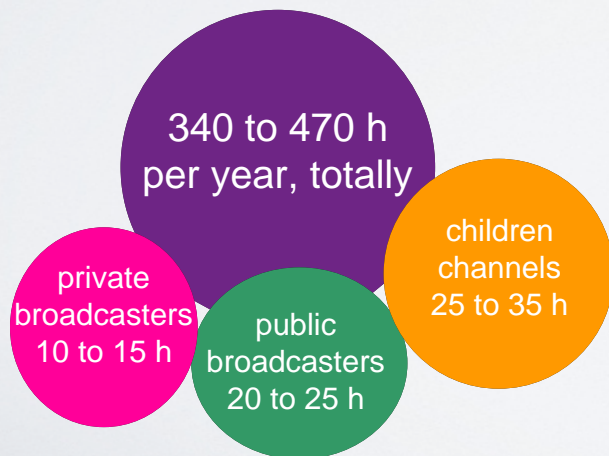
8. ENFORCEMENT BY THE CSA

ENFORCEMENT

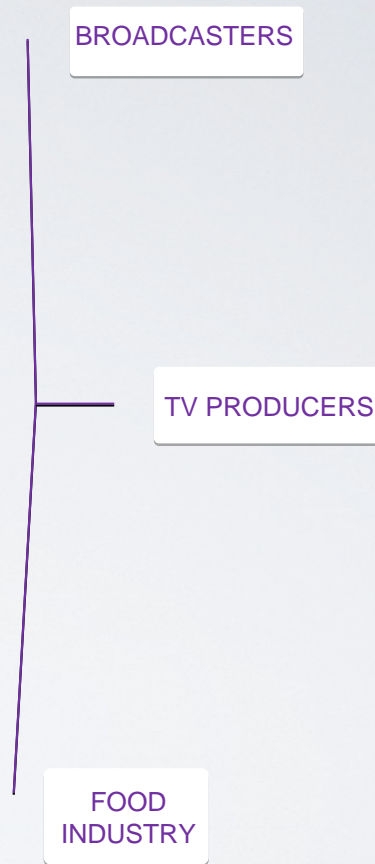
4. BROADCAST VOLUMES
5. TV PRODUCERS COMMITMENT
6. PROMOTION OF THE HEALTH MINISTRY WEBSITE
7. FOOD INDUSTRY-FUNDED PROGRAMMES

SET OF EDITORIAL COMMITMENTS

Broadcast volumes of programmes on nutrition and physical activities in particular to the young public



At the initiative of



SET OF EDITORIAL COMMITMENTS

EDITORIAL CONDITIONS
SO AS TO BE PART OF
THE BROADCAST
VOLUMES



CONTENT IN CONFORMITY WITH THE GUIDELINES OF THE
“NUTRITION AND HEALTH PROGRAMME”

REFERENCE TO THE HEALTH MINISTRY WEBSITE

[Mangerbouger.fr](https://www.mangerbouger.fr), le site de la nutrition santé et plaisir



COMMITMENT OF THE INDUSTRY TO FINANCE SHORT PROGRAMMES ON HEALTHY NUTRITION, HEALTHY BEHAVIOURS AND PHYSICAL ACTIVITIES

- Funded by the ANIA (French Association of the Food Industry)
- 10 x 1 mn 30
- Broadcast in 2010 during school holidays (winter, Easter, summer holidays)
- Inside children programs
- 5 new programs planned for 2011



ALL BROADCASTERS INVOLVED, WHO
SIGNED THE CHARTER





PRINCIPLES COMING FROM SOCIAL MARKETING

Featuring real children in real life



Children is a changing force in the family.

No “do’s and don’ts” message



Communicate the educational messages through identification to the featured child.

Not stigmatized any
behaviour, any food product



Give simple and easy advice for the whole family.

Give place to pleasure,
friendliness and sharing



TOPICS

FIRST 10 PROGRAMMES (2010)

Generate the “dairy products” reflex
Eat of everything
Take a good afternoon snack
Have a good breakfast
Eat appropriate portions according to age
Learn how to like fruits
Learn how to like vegetables
Do sports regularly (2 prog.)
Drink water

AMONG THE 5 COMING PROGRAMMES (2011)

The more I taste, the more I like it !
Have a meal together with one’s family
I move my family to go in for sports
...



OUTCOMES

AUDIENCE

- Roughly around 300 to 350 GRPs since last February.

PERCEPTION OF TV VIEWERS

- 87 % of parents (35 – 49): *"it makes me want to change the nutrition behaviors of my family"*.
- 86 % of children : *"it makes me want to practice a sport activity outside school"*.

OTHERS QUALITATIVE JUDGEMENT ON THE PROGRAMME

- No elitism, no social stigmatization.
- No dogmatism (entertaining program putting forward messages).
- No theoretical approach (useful information, "easy-to-implement" advice)



SECOND
WORKSHOP
25/10/2010



PUBLICITE