

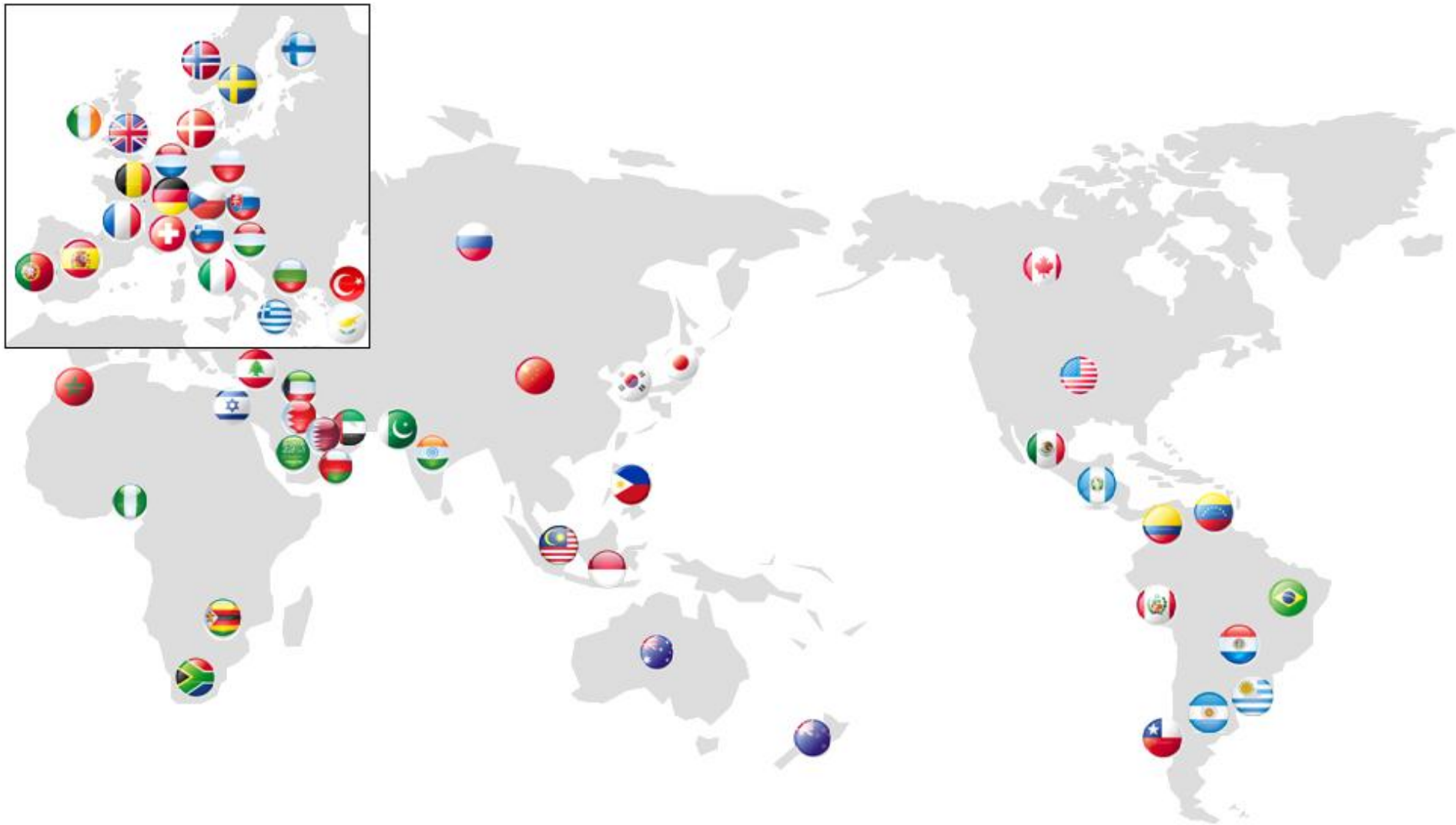
# Workshop on audiovisual commercial communications to children regarding foods high in fat, sugar and salt

25 October 2010

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# WFA: The voice of advertisers worldwide



# 90% of global ad spend



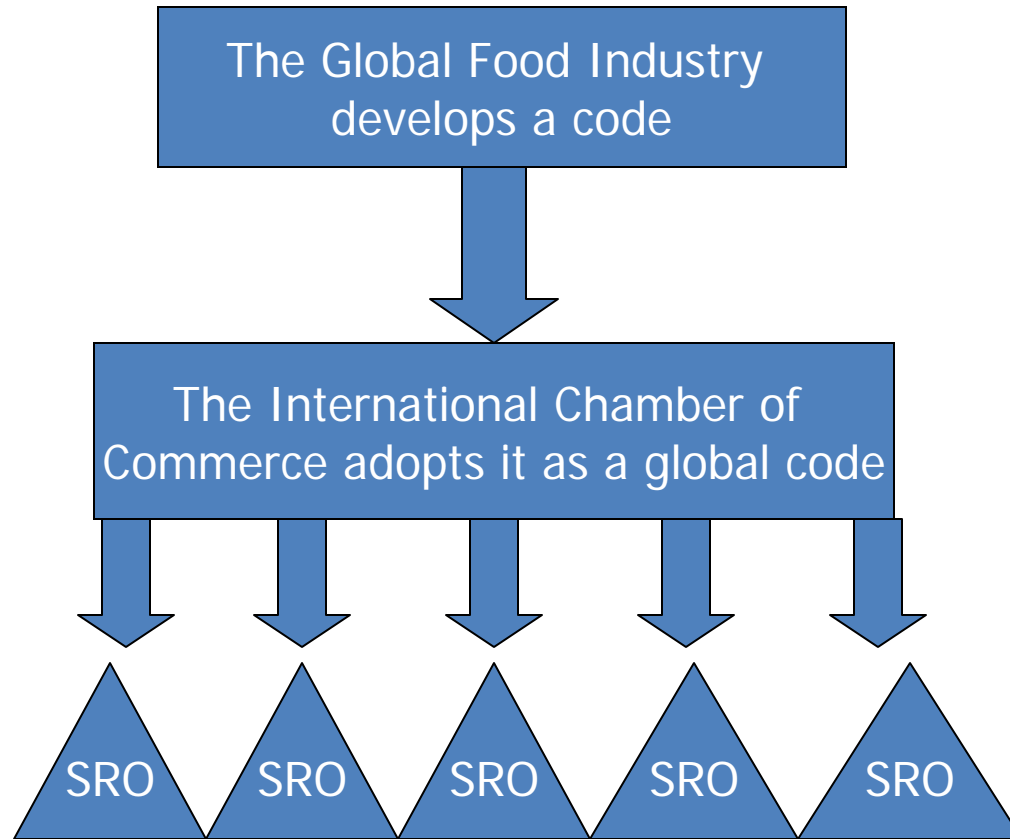
# The AVMS provision

- AVMS requires Member States and the Commission to:
  - “encourage media service providers to develop **codes of conduct regarding inappropriate audiovisual commercial communications, accompanying or included in children's programmes, of foods and beverages containing nutrients and substances with a nutritional or physiological effect, in particular those such as fat, trans-fatty acids, salt/sodium and sugars, excessive intakes of which in the overall diet are not recommended**” [Article 3e(2)].
- What is the objective of this provision?
  - To develop codes that change **how** (*avoiding “inappropriate audiovisual commercial communications”*)
  - **certain types of foods** (*as listed*) are advertised in and around children’s programmes

# Who's responsible?

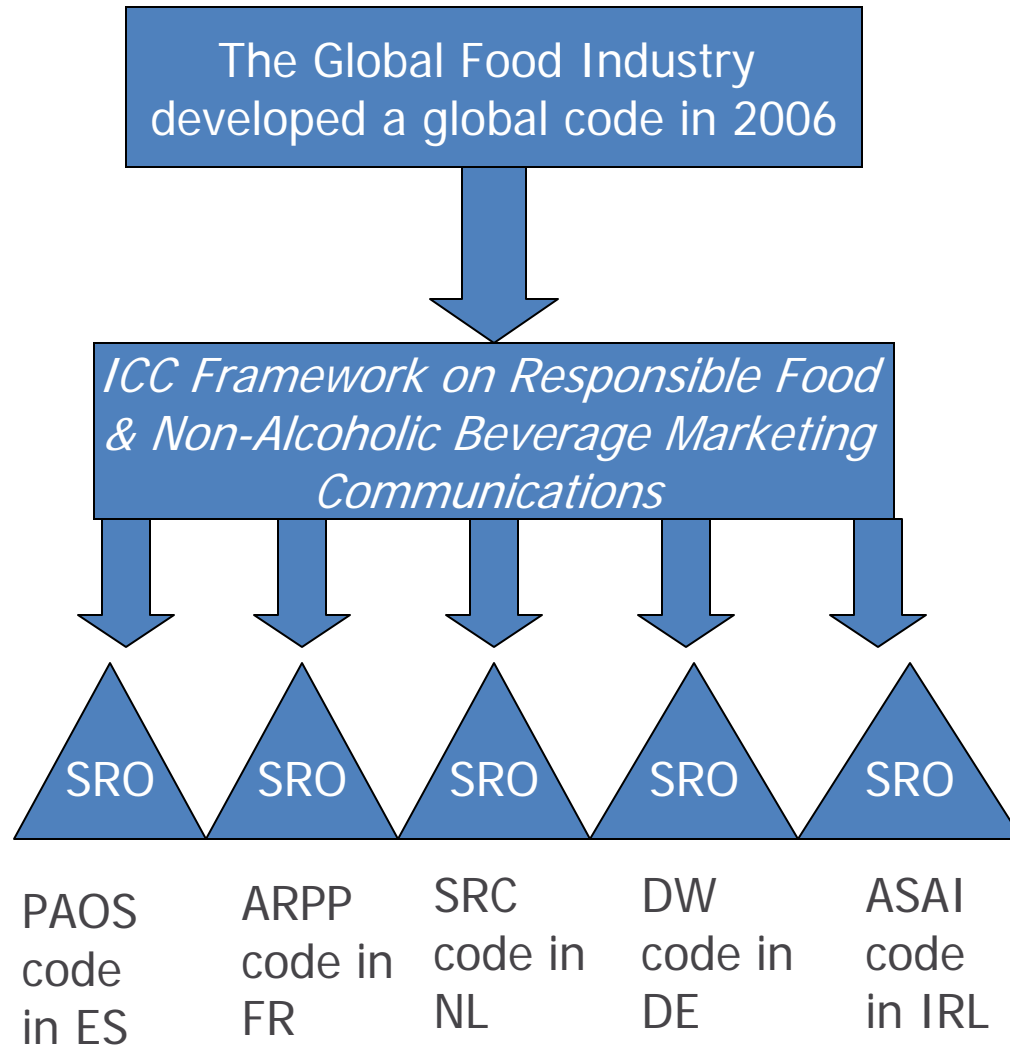
- The provision calls for codes of conduct on **food and beverage commercial communications**
- Industry sectors are responsible for their own sectoral codes **as their brands are at stake**. Codes of conduct on the advertising of foods must therefore be developed by the food industry
- Media-service providers cannot prescribe codes for an industry sector since one economic operator cannot restrict the activities of another – but they can and do act as key gatekeepers

# Codes of conduct on food and beverages



Self-Regulatory Organisations (SROs) transpose the global Code into **national self-regulatory code provisions** in order to implement and enforce the Code. National SROs often go beyond the global Code and develop stricter provisions to reflect national and cultural sensitivities.

# How has this worked in reality?



# The current status of code adoption in EU

## Self-regulation of food & beverage advertising across the EU Member States

EU countries	A	B	BG	CY	CZ	DK	EE	FIN	F	DE	GR	HU	IRL	IT	LV	LT	L	MT	NL	PL	P	RO	SK	SL	E	SW	UK	
Self-regulatory body	V	V	V	→	V	X	→	V	V	V	V	V	V	V	X	V	V	X	V	V	V	V	V	V	V	V	V	V
Advertising code	V	V	V	V	V	V	→	V	V	V	V	V	V	V	V	V	V	X	V	V	V	V	V	V	V	V	V	V
Transposition of ICC food Framework	V	V	V	→	V	V	→	V	V	V	V	V	V	V	X	→	→	X	V	V	V	V	→	→	V	V	V	
Copy advice facility	V	V	X	X	V	X	X	V	V	V	V	V	V	V	X	V	X	X	→	V	V	V	V	V	V	X	V	

### What does it cover?

Excessive consumption

Portion sizes

Healthy diets & lifestyles

Use of fantasy & animation

Pester power

Claims


Accurate presentation


Role of parents/ guardians




# Independent Code compliance monitoring

- Since 2005 in 8 European markets on TV, Press and Internet
- Overseen by independent, non-industry expert
- Results are presented annually to the EU Platform for Action on Diet, Physical Activity and Health
- Results available at:  
[http://info.wfa.be/WFA\\_FoodCodeComplianceMonitoring\\_Sept09.pdf](http://info.wfa.be/WFA_FoodCodeComplianceMonitoring_Sept09.pdf)

1 > Television		<b>Brand/Product:</b> McDonald's, Happy Meal/Kids Meal <b>Title:</b> Football Game <b>Description:</b> Children in McDonald's are sucked into their happy meal boxes and play football. <b>End Line:</b> I'm lovin' it	<b>First Appearance:</b> 23/03/2005 <b>Duration:</b> 020 seconds <b>Version:</b> - <b>Country:</b> Belgium <b>Channel:</b> Kanaal 2 (Flemish)
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1 > Television		<b>Brand/Product:</b> Nestle, Nesquik cereal <b>Title:</b> Kids Camp In The Forest <b>Description:</b> Teenagers steal Nesquik cereal from kids and animated rabbit asleep in a camping tent. The kids terrify the teenagers with a cunning shadow play, and make them run away. <b>End Line:</b> <i>And now... do you have cream?</i>	<b>First Appearance:</b> 16/02/2005 <b>Duration:</b> 030 seconds <b>Version:</b> End Version <b>Country:</b> Belgium <b>Channel:</b> Club RTL (French)
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4 > Television		<b>Brand/Product:</b> McDonald's, burger chain (specific dish) <b>Title:</b> Euro Deals - Massage <b>Description:</b> Clip of a massager doing a 1 euro massage then MVD explains what you can get for 1 euro at Mc Donalds. <b>End Line:</b> I'm Loving it	<b>First Appearance:</b> 02/03/2005 <b>Duration:</b> 010 seconds <b>Version:</b> - <b>Country:</b> Belgium <b>Channel:</b> Kanaal 2 (Flemish)
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1 > Television		<b>Brand/Product:</b> Nestle, Sveltesse low fat yoghurt/dessert <b>Title:</b> Women In street Looking For Cakes <b>Description:</b> Images of these two women looking at chocolate cake, strawberry tart...but thinking of how fat they are and then they get back home and eat this low fat yoghurt <b>End Line:</b> It suits you well to feel good.	<b>First Appearance:</b> 22/03/2005 <b>Duration:</b> 030 seconds <b>Version:</b> neck Shot Change <b>Country:</b> France <b>Channel:</b> TFI
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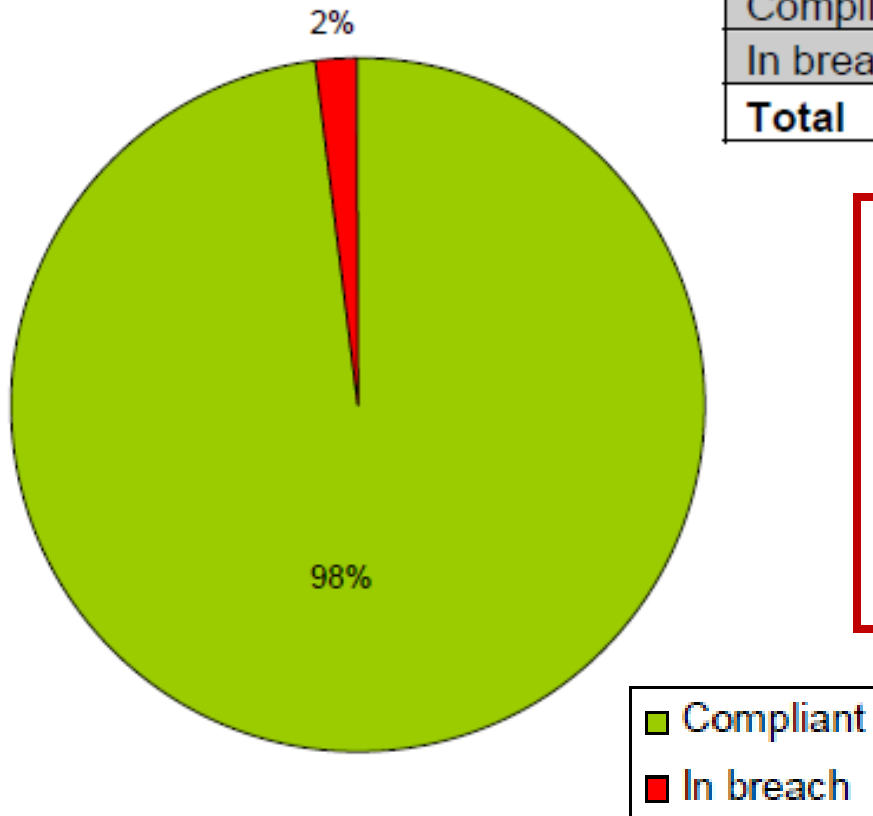
2 > Television		<b>Brand/Product:</b> Nestle, Sveltesse low fat yoghurt/dessert <b>Title:</b> Looking For Cakes <b>Description:</b> two women looking at chocolate cake, strawberry tart...but they are and then they feel good. <b>End Line:</b> It suits you well to feel good.	<b>First Appearance:</b> 21/03/2005 <b>Duration:</b> 030 seconds <b>Version:</b> - <b>Country:</b> France <b>Channel:</b> TFI
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# 2009 Overall compliance

Overall compliance was 98% in 2009

2009 Overall compliance



	TV	Print	Internet	Total
Compliant	866	668	502	2.036
In breach	28	10	3	41
<b>Total</b>	<b>894</b>	<b>678</b>	<b>505</b>	<b>2.077</b>

## % of ads in breach

2009: 1.97% (41 out of 2077 ads)

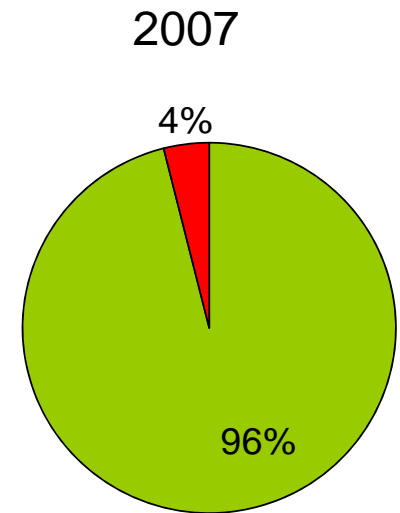
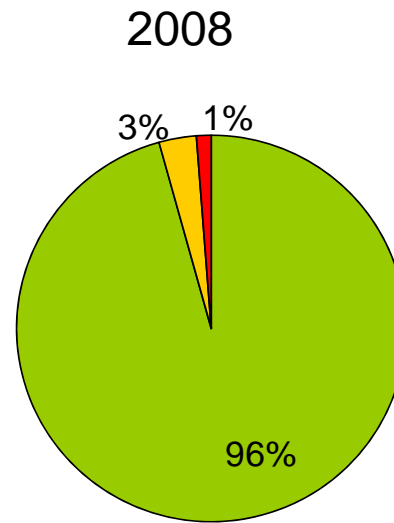
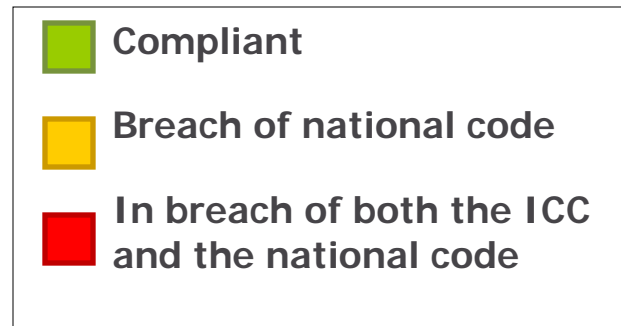
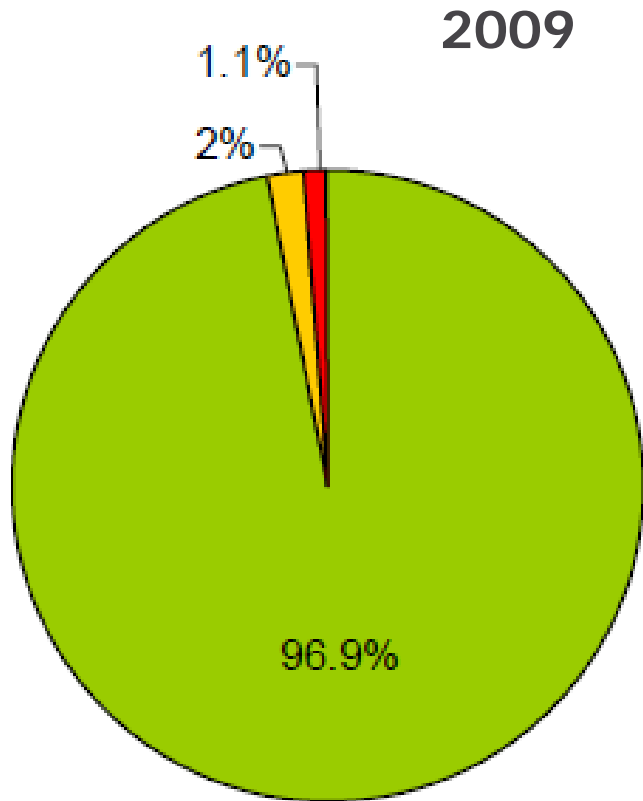
2008: 4.28% (73 out of 1704 ads)

2007: 3.01% (53 out of 1760 ads)

2006: 3.79% (96 out of 2528 ads)

2005: 4.6% (130 out of 2922 ads)

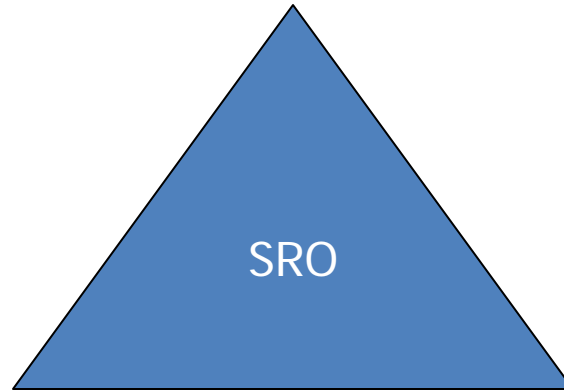
# Compliance level on TV



	N° of ads	Percentage
Compliant	866	96,868%
Breach of national code	18	2,013%
In breach	10	1,118%
<b>Total</b>	<b>894</b>	<b>100%</b>

# Where do “media service providers” come in?

Media (who provide the media space on TV, in print, on Internet, etc)



Advertising agencies  
(who create the advertising)

Advertisers (the brands)

- Media finance and pay a key role in advertising self-regulation
- “The final gatekeepers,” ensuring the codes are not breached
- Legally responsible for what they transmit & brand reputation is also at stake

# The AVMS clause

“encourage media service providers to develop codes of conduct regarding *inappropriate audiovisual commercial communications, accompanying or included in children's programmes, of foods and beverages containing nutrients and substances with a nutritional or physiological effect, in particular those such as fat, trans-fatty acids, salt/sodium and sugars, excessive intakes of which in the overall diet are not recommended*” [Article 3e(2)].

- A number of leading companies have taken a voluntary initiative to change their advertising to under 12s ([www.eu-pledge.eu](http://www.eu-pledge.eu))
- The ‘EU Pledge’ is a commitment to DG SANCO’s Platform on Diet, Physical Activity and Health

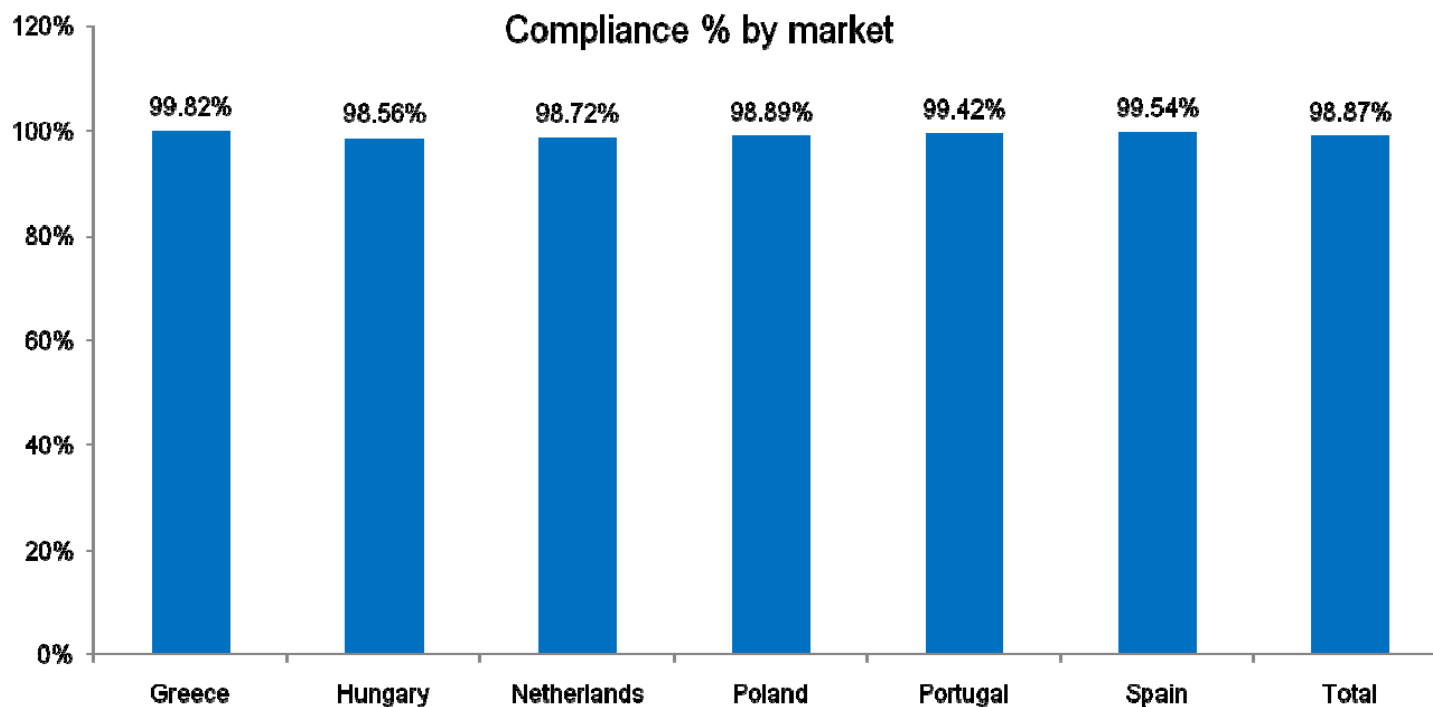
# EU Pledge Programme

- No advertising of products to children under 12 years, except for products which fulfill specific nutrition criteria based on accepted scientific evidence and/or applicable national and international dietary guidelines.
- For TV, Print and Internet with a minimum of 50% of children under 12 years.
- 11 founding member companies, 6 new companies recruited in 2010:
  - C.  $\frac{3}{4}$  of EU food & beverage ad spend
- Third-party compliance monitoring. Results available at [www.eu-pledge.eu](http://www.eu-pledge.eu)



# EU Pledge 2010 Compliance Results

## ❖ TV:



❖ Print: 100%

❖ Online: virtually 100% (1 non-compliant ad found)

# Results – impact measurement

- Children's exposure to EU Pledge member companies' TV advertising for products that do not meet companies' nutritional criteria has dropped since 2005 by:
  - ❖ **83% in programmes with a majority of children under 12 in the audience**
  - ❖ **60% overall, i.e. in all programmes in all channels in the 6 markets monitored**

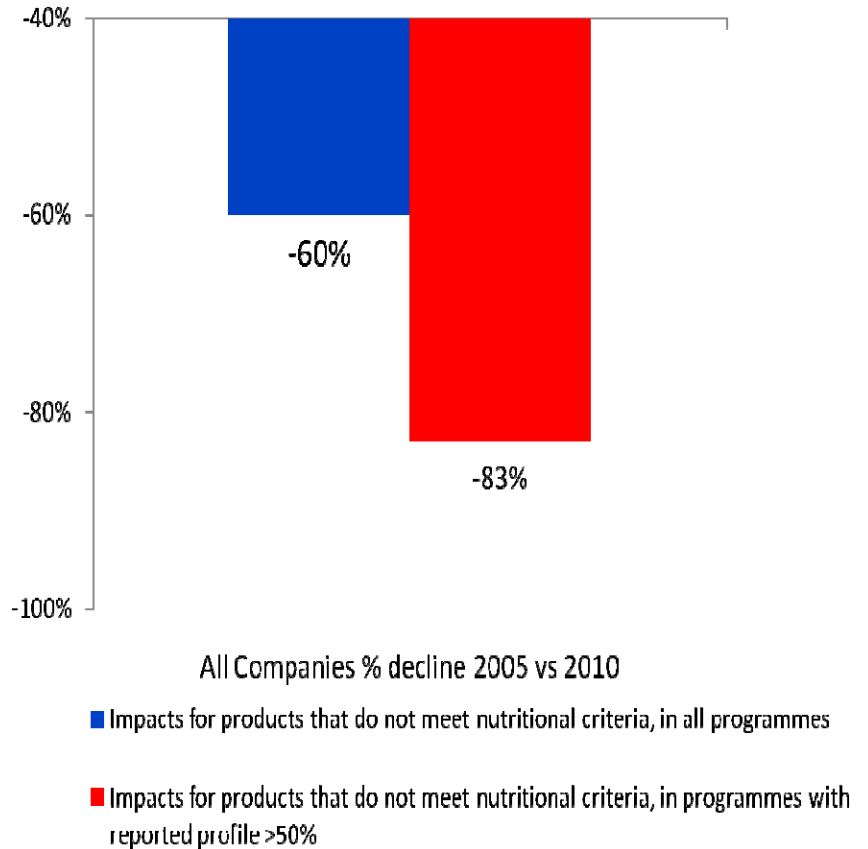


Fig 1: EU Pledge member companies – Child <12 impacts 2005 vs. 2010: products that do not meet companies' nutritional criteria.



# Results – impact measurement

- Children’s exposure to TV advertising in all markets fell by:
  - ❖ 60% for all products that do not meet companies’ nutritional criteria
  - ❖ 36% for all EU Pledge member companies’ products

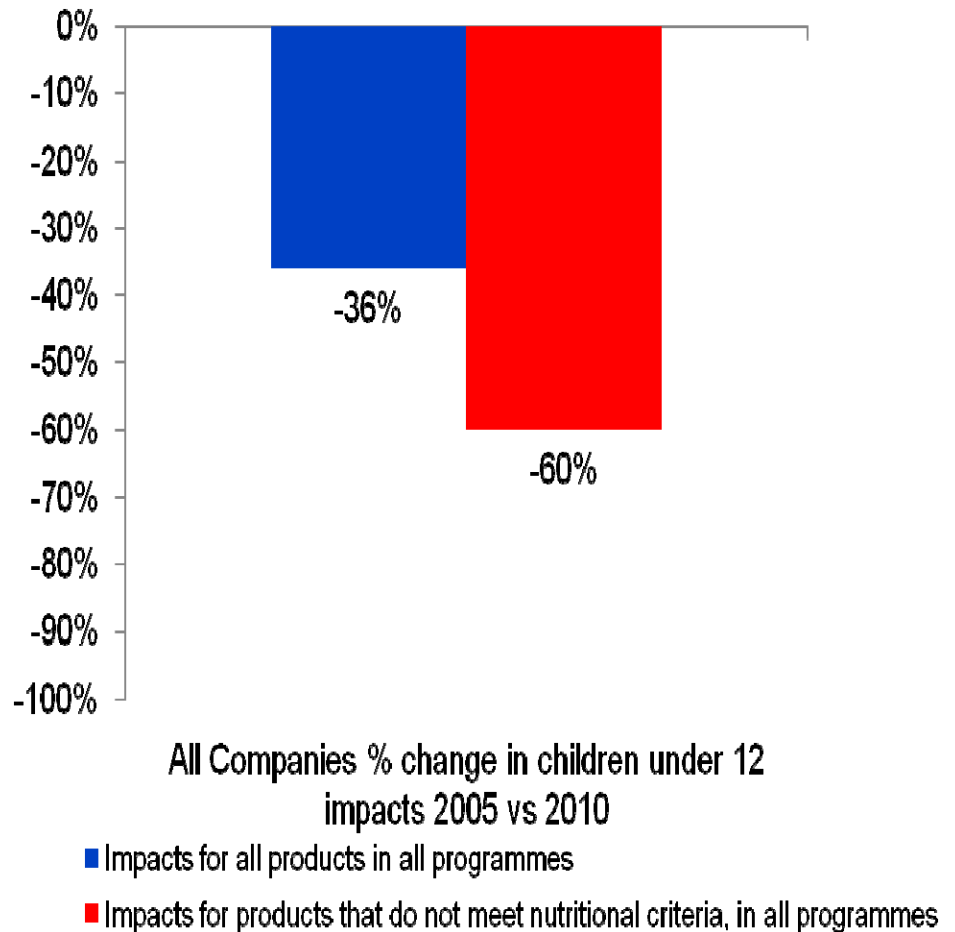


Fig 2: EU Pledge member companies – Child <12 impacts, all programmes 2005 vs. 2010: all products vs. products that do not meet nutritional criteria

# Conclusions

1. All industry operators have a responsibility to fulfil the AVMS mandate; advertisers, agencies and the media. But as brand owners, advertisers are ultimately responsible for developing the codes for how their products are advertised.
2. Industry has taken initiatives to change food advertising in both **qualitative and quantitative ways; i.e. the content of ads and the products advertised.**
3. Industry has committed in the context of the DG SANCO DPAH Platform to having the ICC Framework and national codes in place in 20 out of 27 member states by end of 2010. This commitment has been achieved in full and will be taken further.
4. Industry is monitoring compliance with these codes independently and releasing the results publicly to the DG SANCO DPAH Platform.
5. Industry has adopted quantitative restrictions, which have significantly changed the types of foods being advertised to children under 12 in the EU.
6. Broadcasters are signed up to self-regulatory codes in the vast majority of Member States.
7. TV sales houses are playing their gatekeeper role by ensuring ex-ante compliance with advertisers' codes of conduct .

# Thank you

