II. Core Principles

Companies participating in this initiative will publicly commit to advertising that will further the goal of promoting healthy dietary choices and healthy lifestyles to children under age 12. These commitments will be set forth in an individual “pledge” for each participant. Because companies and their product lines vary, company commitments also will vary. All commitments, however, will be consistent with the following Core Principles:

A. Advertising, Interactive Games, Licensed Character, Product Placement and Elementary School Requirements

1. Advertising Primarily Directed to Children Under Age 12
   Participants will commit that all “advertising primarily directed to children under age 12” will be for healthy dietary choices or better-for-you foods.

2. Use of Foods in Interactive Games
   Participants will commit that in any interactive game that is primarily directed to children under age 12, which is provided free or at nominal charge (in any format) where the company’s foods or beverages are incorporated into the game, the interactive game will incorporate or be accompanied only by healthy dietary choices for better-for-you foods.

3. Use of Licensed Characters, Celebrities and Movie Tie-Ins
   Participants will commit that the use of third-party licensed characters, celebrities (including athletes) and movie tie-ins in advertising primarily directed to children under age 12 will be consistent with their advertising commitments.

4. Product Placement
   Participants will commit to not paying for or actively seeking to place their foods or beverages in the programme/editorial content of any medium primarily directed to children under age 12 for the purpose of promoting the sale of those products.

5. Advertising in Elementary Schools
   Participants will commit to not advertising branded foods or beverages to children in elementary schools, pre-K through 6th grade.

B. Definitions of Child-Directed Advertising

For certain media, such as TV, radio, print, and third-party websites, “advertising primarily directed to children under age 12” generally means advertising for which children ages 2-11 constitute at least 35% of the expected audience (viewers, listeners, readers of visitors) at the time of the media buy, dependent upon the participant.
For advertising in other covered media, determinations will be made in accordance with standards established by the company and set forth in its pledge.