

# FERRERO

## ADVERTISING AND MARKETING PRINCIPLES<sup>1</sup>

### RESPONSIBLE ADVERTISING & MARKETING

Increasing worldwide attention to diet, nutrition and physical activity is of great significance to the international food and beverage community, of which Ferrero is a part.

Ferrero supports the notion that responsible commercial communications can assist consumers in making appropriate choices about food and beverage products, as well as in understanding the role of nutrition, diet and physical activity in order to achieve a globally healthy and active lifestyle. By conveying commercial communications consistent with the principles of good nutrition, balanced diet, physical activity and personal choice, industry can play an important role.

As a global industry player, Ferrero consistently applies the '**Framework for responsible food and beverage communication**<sup>2</sup>' adopted by the **ICC - International Chamber of Commerce**, as well as the regional and national self-regulatory codes developed locally on that basis. Ferrero recognizes the need for proper enforcement mechanisms to sanction or amend advertisements that do not meet the above-mentioned self-regulatory requirements.

Ferrero believes that an effective self-regulation of commercial communications provides a valuable framework to best serve the consumer's interest in receiving truthful and accurate communications. This is why Ferrero, individually as well as through the Associations to which it belongs (such as **WFA, the World Federation of Advertisers**, and **IFBA, the International Food & Beverage Alliance**), is an active player in the self-regulatory process at national, as well as international level.

### ADVERTISING & MARKETING DIRECTED PRIMARILY TO CHILDREN

Ferrero has always believed in the crucial role played by parents in educating their children to a balanced diet and a healthy and active lifestyle. Therefore, advertising and marketing communications concerning our food products are directed primarily to the adults who make the household purchasing decisions and to young people 12 years and older, in terms of content, as well as of media purchasing.

Although the existence of a direct link between advertising and children's eating habits has not been proven, Ferrero believes that particular care should be exercised when commercial communications are directed primarily to children, especially when children are most likely exposed to such communications without parental supervision.

In line with the above considerations, Ferrero applies the '**Global Policy on Marketing Communications to Children**<sup>3</sup>' defined by the International Food & Beverage Alliance (IFBA),

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<sup>1</sup> Revised September 2018

<sup>2</sup> <https://cdn.iccwbo.org/content/uploads/sites/3/2012/09/Framework-for-Responsible-Food-and-Beverage-Marketing-Communications-2012.pdf>

<sup>3</sup> <https://ifballiance.org/uploads/media/59eddc9fba341.pdf>

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of which we are members. Accordingly, **Ferrero commits worldwide to avoid product marketing communications that are primarily directed to children under 12 years old** in the following covered media: **TV, radio, print, cinema, online** (including company-owned websites), **DVD/CD-ROM, direct marketing, product placement, interactive games, outdoor marketing, mobile** and **SMS marketing**.

Exceptions to such general rule can be made only for products meeting either the common nutrition criteria included in local Pledges signed by Ferrero or, where these do not exist, the common nutrition criteria of one of the following initiatives: the [EU Pledge](#), the [US Children's Food and Beverage Advertising Initiative \(CFBAI\)](#), the [Mexican regulatory criteria](#), or the [Singaporean co-regulatory criteria](#).

According to this policy, 'primarily directed to children under 12' means advertising in measured media where 35% or more of the audience is under 12 years of age. Where adequate data are unavailable, Ferrero will consider other factors as appropriate, which may include the overall impression of the advertising, actions taken to restrict child access and the target demographic based on the company's media plan.

Packaging, in-store and point of sale as well as forms of marketing communications that are not under the direct control of the brand owner, such as user-generated content, are not covered by this policy.

In line with the '**IFBA Global Policy on Marketing & Advertising to Children**', **Ferrero also commits worldwide not to carry out any communication related to its products in primary schools**, except where specifically requested by or agreed with, the school administration for educational purposes.

## **OTHER ADVERTISING & MARKETING PRINCIPLES**

### **Portrayal of children, promotion of active lifestyles and social responsibility**

Ferrero commits not to portray physically inactive children (e.g. watching TV or playing sedentary games) in its commercial communications. Our advertising and marketing strives to promote dynamic and active lifestyles, especially when it concerns children.

### **Celebrities and licensed characters**

Consistently with the 'ICC Framework for responsible Food and Beverage Communication', Ferrero ensures that live or animated personalities featured in its advertising are not used to sell its products primarily to children in a way that obscures the distinction between editorial content and commercial promotion.

Third-party licensed characters cannot be used as a way to primarily appeal to children under 12 years of age. Ferrero reserves the right to continue to use its brand-owned characters for all audiences.

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## **Schools**

Ferrero does not place vending machines offering its products in primary schools. Ferrero does not carry out any type of communication, distribution or sampling of its products in primary/elementary schools, but reserves the right to promote education and sports when specifically requested by, or agreed with, the school administration.

Ferrero continues to engage in activities aimed at children regarding nutrition, health or physical exercise, in co-operation with Governments, other competent Public Authorities and/or Sports Federations.

## **Digital media and promotions**

Ferrero websites and other digital marketing communications are not directed primarily to children under 12 and, where appropriate, age-screening systems are implemented to ensure that all reasonable steps have been taken in order to restrict children under the age of 12 from submitting personal information, viewing advertising and downloading branded leave-behind materials without parental consent.

The 'Advertising & Marketing Principles' are applied in addition to all statutory or self-regulatory requirements applicable in each market.

## **Privacy**

Ferrero respects privacy and safeguards all personal information entrusted by its consumers. Therefore, personal details are not shared with outside third parties without prior consent by consumers.

## **Monitoring and implementation**

Ferrero actively participates in the external monitoring of its voluntary commitments, in order to assess compliance levels with national, regional or global industry pledge commitments.

The 'Advertising & Marketing Principles' have been implemented since 1<sup>st</sup> January 2012. They have been revised in July 2015, January 2017 and September 2018 and may require further periodic revisions, in order to ensure that they maintain their full consistency with our Company Values, with changes in the applicable self-regulatory framework, in the different market places, as well as within our company.