

Food marketers pledge no more kids ads in the European Union

Emma Hall and Ira Teinowitz

Pepsi, Coke, and others say no more junk-food ads for the under- 12 set

Coca-Cola, PepsiCo, Nestlé, Mars and Burger King are among a group of 11 food and beverage companies that signed a European Union pledge last week to stop marketing unhealthy food to children under 12 in an effort to reduce child obesity.

By the end of 2008, the group has promised to stop running junkfood ads aimed at under-12s on TV, in print and on the internet. Altogether, the 11 companies, which also include Kraft Foods, Unilever, Danone, General Mills, Kellogg and Ferrero, represent more than 50% of food and beverage marketing budgets aimed at kids across Europe.

The EU Pledge, as it is known, follows a similar U.S. agreement reached in July by many of the same marketers (AA, July 18, 2007). Both groups have agreed to independent monitoring of their reduction in marketing spending, starting in January 2009 for the EU Pledge group.

The EU pledge helps marketers take a consistent approach across Europe. Many countries already have rules about advertising to children, although even the definition of what age group the rules apply to varies from country to country.

Stephan Loerke, managing director of the Brussels-based World Federation of Advertisers, said, "[The] announcement demonstrates how self-regulation continues to respond in a timely and proactive way to societal concerns. This is just part of the industry's response: We have reinforced codes of conduct and are providing children with the tools to help them understand and interpret advertising so that they are able to make informed choices."

In Europe, the 11 marketers have agreed that they will only advertise products that "fulfill specific nutrition criteria based on accepted scientific evidence and/or applicable national and international dietary guidelines."

Disponível em: <<http://www.ebscohost.com>>. Acesso em 23/4/2008.

A utilização deste artigo é exclusiva do(a) autor(a) e não pode ser reproduzida sem a autorização expressa do(a) autor(a).