

# EU Pledge Update

EU Platform for Action on DPAH

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# The EU Pledge - Background

**What?** An industry initiative to change food and beverage advertising to children in the EU

**When?** Launched in December 2007 (entry into force 01/01/09)

**Who?**

2007

2009

2010

2011

2012

2013

2014

2016

11 founding members



European Snacks Association:



22 members

≈

80+% food & beverage ad spend in the EU

Driven by the



# Current EU Pledge commitment

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## 2 CORE COMMITMENTS

- Some companies do not advertise at all F&B products to children <12 on TV, print and internet, while some companies only advertise products that fulfil specific nutritional criteria.
- No communication related to products in primary schools, except where specifically requested by or agreed with the school administration for educational purposes

## MEDIA COVERED

TV, print, online and company-owned websites

## NUTRITION CRITERIA

From 1 Jan 2015: Entry into force of common nutrition criteria. Companies that did not advertise any of their products to children continue to apply that policy.

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# The EU Pledge - Evolution

	2009	2016
<b>Membership</b>	11 founding members 2/3 market coverage	<b>22 members</b> <b>80+% market coverage</b>
<b>Media covered</b>	TV Print Third-party internet	TV, Print, third-party internet and <b>company-owned websites</b>
<b>Audience definition</b>	Audiences >50%	<b>Audiences &gt;35%</b>
<b>Nutrition criteria</b>	Company-specific (8 companies out of 11)	<b>Stricter common nutrition criteria</b>

# Accenture 2015 TV monitoring methodology

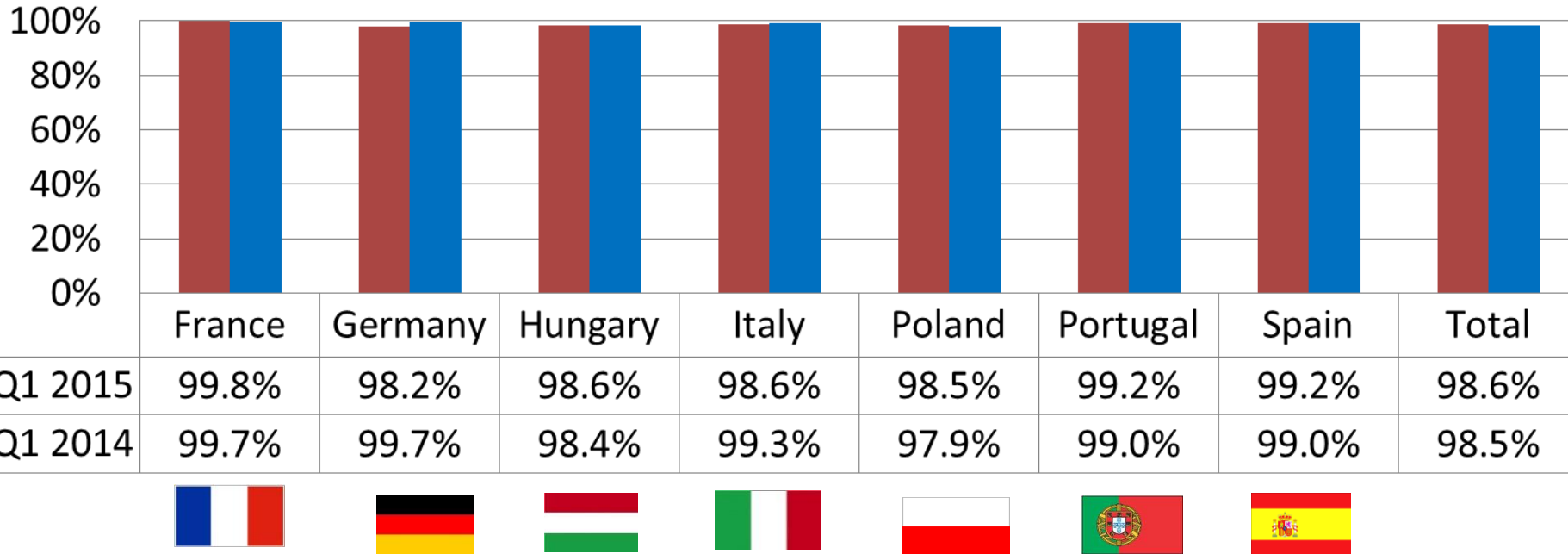
## Based on national audience data:

- 7 sample EU markets: FR, DE, HU, IT, PL, PT, SP
- Review all spots by EU Pledge companies aired in Q1 2015
  - Identify non-compliant spots: i.e. spots for products not meeting companies' nutritional criteria in programmes with >35% <12 audience



# Accenture TV monitoring – 2015 compliance results

## Compliance % per market 2015 v 2014



Non compliant spots are Spots for restricted products with children profile >35%  
 All spots by all EU Pledge member companies, aired in the 7 markets from 1 January to 31 March 2015 were analysed. This amounted to a total of 1,017,144 spots.



# Accenture exposure monitoring: A downward trend

(Children <12 exposure 2014, 2005 baseline)

	5-year average
Programmes >35% <12 audiences (restricted products)	- 83%
All programmes (restricted products)	- 48%
All programmes (all products)	- 32%



# EASA 2015 company websites monitoring results

## NATIONAL BRAND WEBSITES - COMPLIANCE WITH THE EU PLEDGE

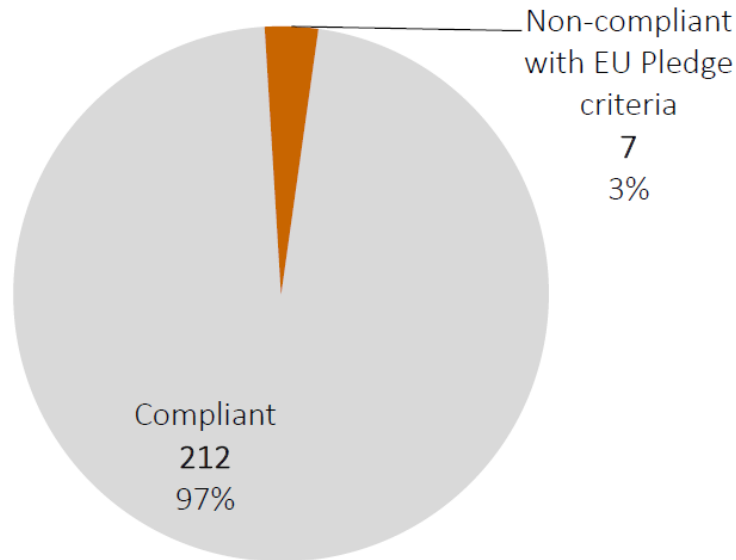
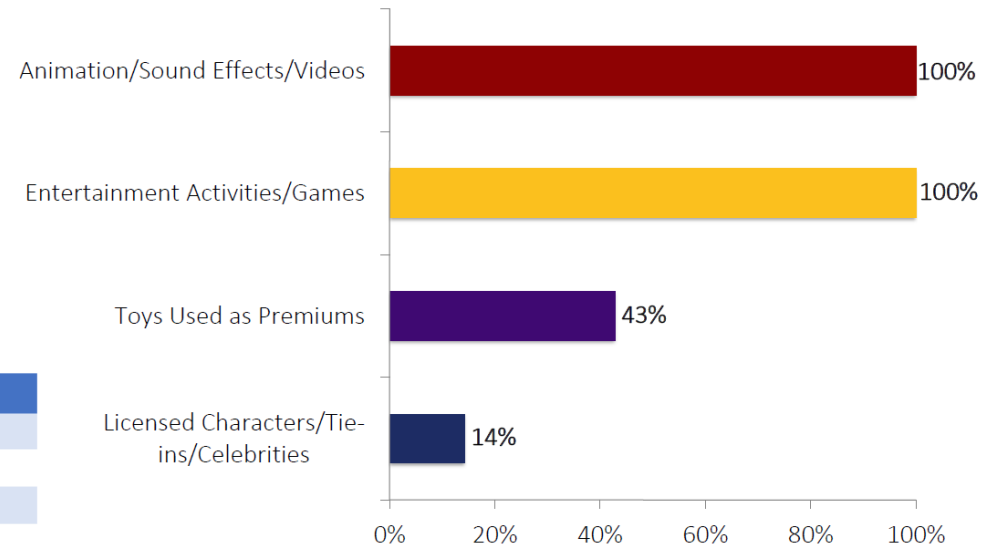


Table 3: Number of websites reviewed per country

Country	Number of Websites Reviewed
France	30
Germany	30
Italy	30
Netherlands	23
Poland	30
Romania	23
Spain	23
United Kingdom	30
<b>TOTAL</b>	<b>219</b>

## INDICATORS FOR WEBSITES APPEALING TO UNDER-12S





# Going Forward: A reinforced commitment

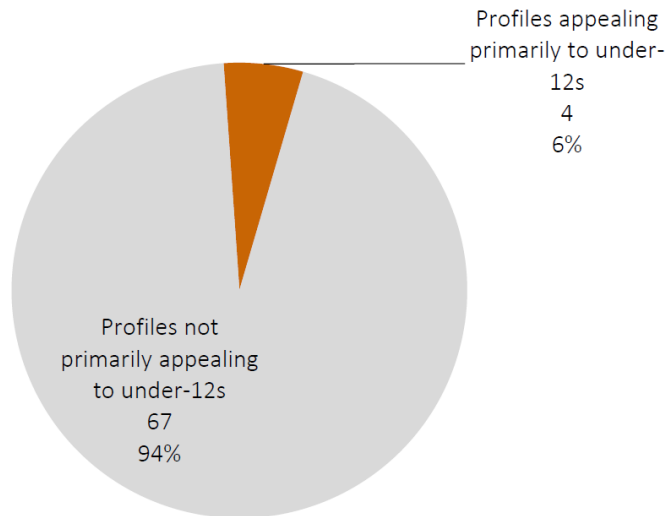
The EU Pledge commitment has been reinforced in two important areas:

	<b>Current commitment</b>	<b>New commitment (as of end 2016)</b>
<b>1. EXTENSION OF SCOPE</b>	TV, print, Internet & company-owned websites	TV, radio, print, cinema, online (incl. company-owned websites and social media), DVD/CD-ROM, direct marketing, product placement, interactive games, mobile and SMS marketing
<b>2. ADDRESSING CREATIVE EXECUTION</b>	Address creative execution on company-owned websites	The enhanced commitment will ensure that companies do not use marketing techniques (e.g. licensed characters, movie tie-ins and celebrities) in marketing communications that are primarily directed to children <12 for products not meeting the common nutrition criteria

# Going Forward: Social Media

## EASA 2015 pilot social media monitoring

### NUMBER OF SOCIAL MEDIA PAGES APPEALING PRIMARILY TO CHILDREN



### ELEMENTS FOR SOCIAL MEDIA PAGES APPEALING PRIMARILY TO CHILDREN

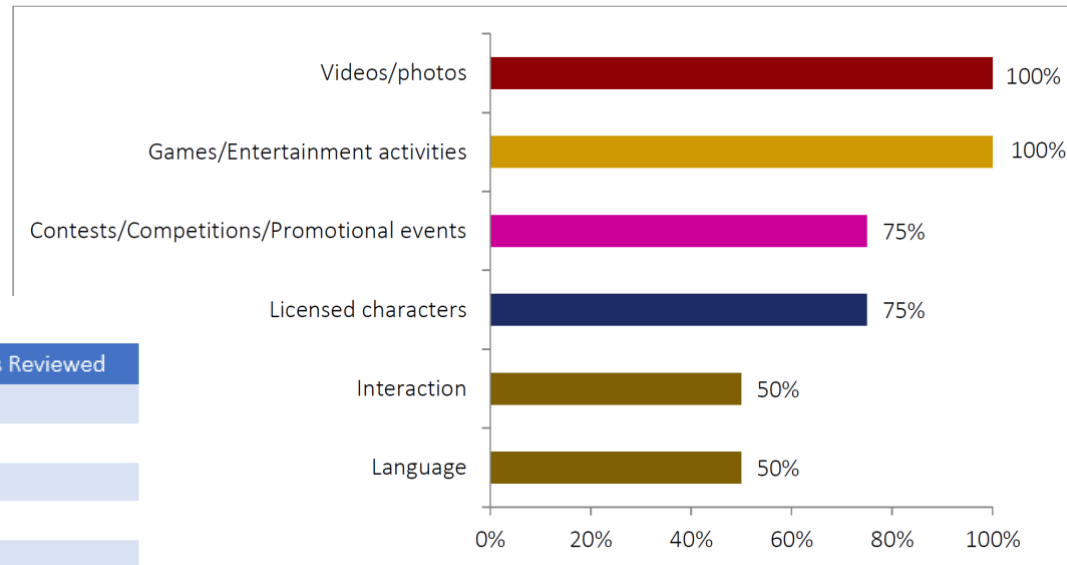
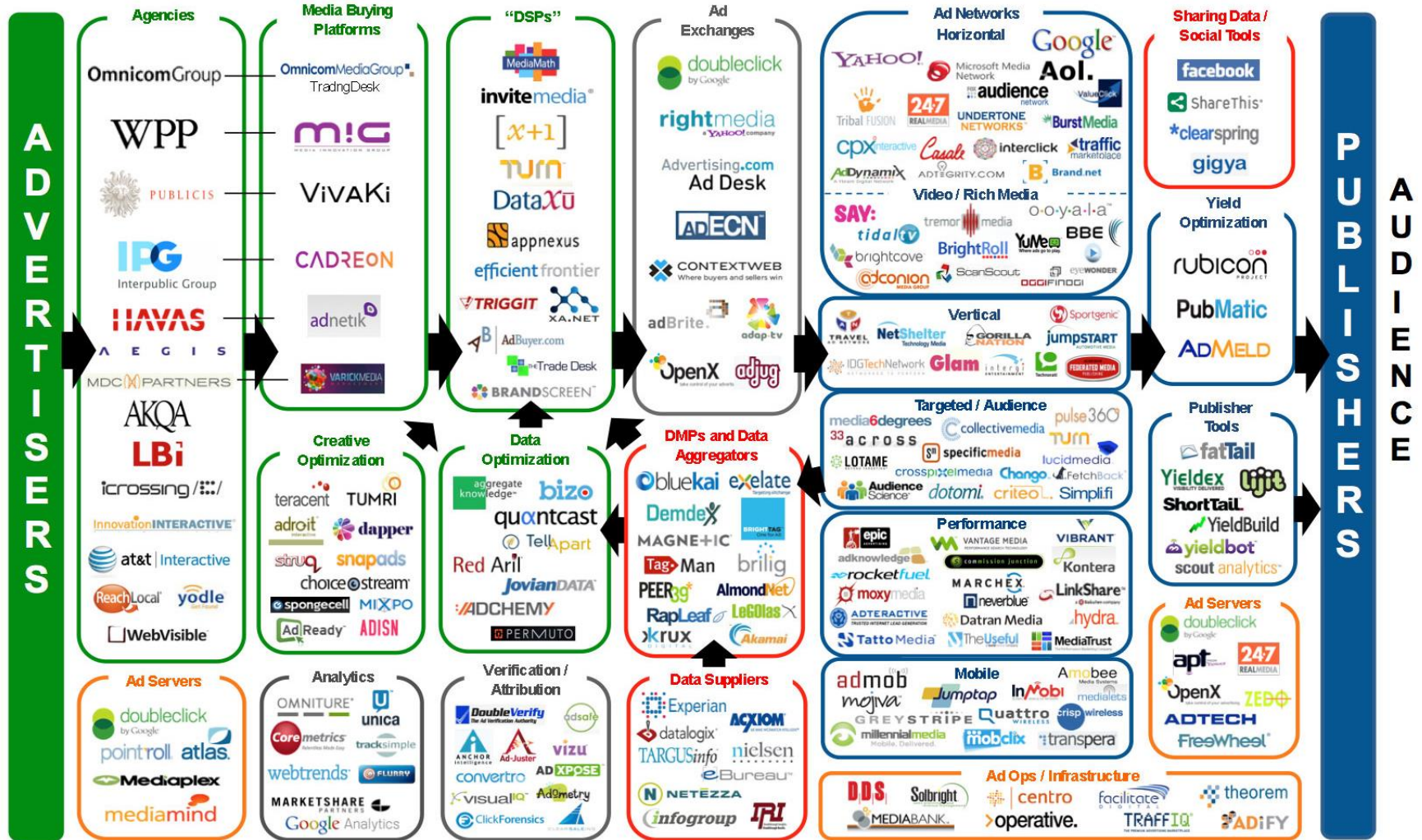


Table 4: Number of social media pages reviewed per country

Country	Number of Social Media Pages Reviewed
France	10
Germany	10
Italy	10
Netherlands	7
Poland	10
Romania	7
Spain	7
United Kingdom	10
<b>TOTAL</b>	<b>71</b>

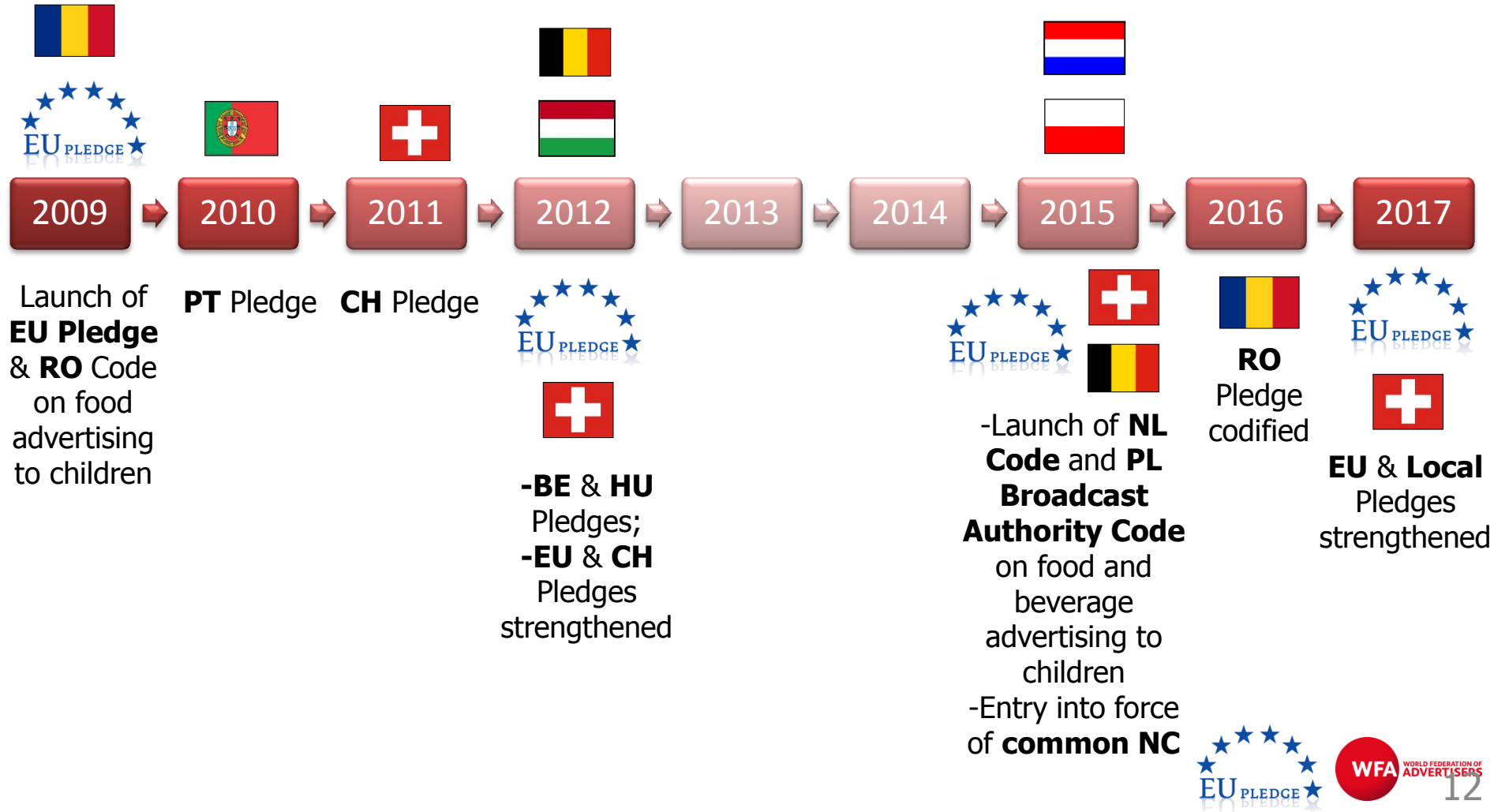
# Going Forward: Online monitoring

Repurposing advertising ecosystem tools to ensure compliance



# More work to do

Increasing impact by developing local pledges



# Thank you

For more information:

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