

PepsiCo Policy on Responsible Advertising to Children

Sept 2014

As a multinational food and beverage company with global brands that millions of consumers enjoy every day, we understand that it is vital to communicate responsibly about our products and healthy eating.

PepsiCo is committed to responsible advertising to all consumers, as shown for example through our adherence to the International Chamber of Commerce [Consolidated ICC Code of Advertising and Marketing Communication Practice](#). Additionally, we consistently apply the ICC [“Framework for Responsible Food and Beverage Communication”](#) as well as the regional and national self-regulatory Codes locally developed on that basis.

PepsiCo believes children are a special audience and takes particular care in developing advertisements and evaluating programming that carries messages to children under 12 years of age. Therefore, we are committed on a global basis to only advertise to children under 12 those products that meet [PepsiCo’s Global Nutrition Criteria for Advertising to Children \(A2C Criteria\)](#) to encourage the consumption of healthier food and beverage products.

PepsiCo has also adopted similar industry-led voluntary commitments through several global, regional and national pledge programs (Pledge Programs). These Pledge Programs are all based on the principle that pledge program signatories only advertise to children under 12 products that meet specific nutrition criteria.¹

PepsiCo’s A2C Criteria are grounded in well-established and broadly recognized scientific principles in accordance with international and national nutrition authorities and reflect dietary recommendations of these authorities (e.g. WHO/FAO). We also adhere to all relevant laws and regulations within the countries in which we operate. In the event there are conflicts between PepsiCo’s A2C Criteria, and any Pledge Program nutrition criteria and/or any applicable laws, PepsiCo will apply the strictest criteria for each nutrition category.

Our current policy applies to TV, print and internet (including third party, corporate and brand-owned websites) advertising directed to children under 12. This means that PepsiCo will not buy advertising in programs with an audience profile greater than 35% of children under 12.

We are strengthening this global policy to cover any paid advertising or commercial sales messages in all covered media, including marketing communications that use licensed characters (excluding company-owned, brand equity characters), celebrities and movie tie-ins, primarily directed to children under 12.² Covered media under the policy includes TV, radio, print, cinema, online (including company-owned websites), DVD/CD-ROM, direct marketing, product placement, interactive games, outdoor marketing, mobile and SMS marketing. Packaging, in-store and point of sale, and other forms of marketing communications, which are not under PepsiCo’s direct control are not covered by this policy.

This policy change is currently being rolled out and will be fully implemented, at the latest, by the end of 2016. These additional restrictions have already been implemented, in whole or in part, in countries whose Pledge Programs cover paid marketing communications beyond TV, print and internet.

¹ PepsiCo has adopted pledges in the United States, the 27 countries of the European Union, the six countries of the Cooperation Council for the Arab States of the Gulf, and in Australia, Brazil, Canada, India, México, Peru, The Philippines, Russia, South Africa, Switzerland, Turkey and Thailand. PepsiCo also adopted the International Food & Beverage Alliance Global Policy on Marketing and Advertising to Children.

² 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, PepsiCo 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 PepsiCo’s media plan.

PepsiCo further commits not to engage in product advertising or marketing communications directed to students in primary schools. This restriction does not apply to menus and signage at the point of sale identifying those products available for purchase, charitable donations or fundraising activities, public service messages, and items provided to school administrators for education purposes or for their personal use are not covered.

We are committed to annual monitoring and reporting compliance with this policy.