



## **Canadian Children’s Food and Beverage Advertising Initiative: Mondelēz Canada Commitment**

### **Mondelēz Canada**

Mondelēz Canada (Mondelēz) has a long-standing, demonstrated commitment to responsible marketing as reflected in [global approach in marketing to children](#). In 2005, we were the first company to announce voluntary global policies for advertising to children. We were also one of the founding members of the Children’s Food and Beverage Advertising Initiative and member of Companies Committed to Kids.

As of January 1, 2016, Mondelēz Canada will not advertise any products in any media primarily directed to children under age 12, irrespective of the product's nutritional profile. Our all-family marketing is directed to the gatekeeper (adults, parents, guardians), as well as people age 12 and older, who we empower with information and product choices to make mindful snacking decisions. Our marketing to children policy is global and applies to every market where we do business.

### **A. Identifying Information**

Mondelēz Canada  
2660 Matheson Blvd East  
Mississauga ON  
L4W 5M2

#### **Contact:**

Corporate and Government Affairs Lead  
Phone: 289-374-4068

### **B. Core Principles:**

Mondelēz Canada does not advertise its products in any media primarily directed at children under age 12, irrespective of the product's nutritional profile. This applies to *all* media, including: TV, print, radio, internet, brand and third-party websites (including on-line games), digital and mobile media, social media, in-cinema, video/DVD, and smart phone/tablet apps.

**1) Television:** Mondelēz will not advertise any products on TV programs primarily directed to children under age 12. This covers advertising where 35% or more of the total viewing

audience is under the age of 12. We will not advertise during programming blocks primarily directed to children under 12.

- 2) **Magazines, Print material and Radio:** We will not place advertising in publications or radio blocks intended primarily for children under 12.
- 3) **Internet and Online/Digital Media advertising (includes company owned websites, third-party websites, and online brand applications):** Mondelēz Canada will not advertise any product on websites and digital sites with a target audience demographic of children under age 13, in line with local regulations. Furthermore, we will not permit children under 12 to register on Mondelēz International brand websites.
- 4) **Interactive Games and Advergames:** Mondelēz Canada will not create branded interactive or digital games intended for children under age 12 – even if the game is intended to be downloaded and played in conjunction with a parent/adult.
- 5) **Smart Phones/Tablets/Mobile Media, including mobile apps and games:** Mondelēz Canada will not direct smart phones/mobile media marketing to children under 12. We will not create branded app games intended for children under age 12 – even if the game is intended to be downloaded and played in conjunction with a parent/adult.
- 6) **Social Media, Word of Mouth (WOM) and Viral Advertising:** Mondelēz Canada will not engage in word of mouth/viral marketing or social media campaigns directed to children under age 12
- 7) **In-Cinema, Streaming Movie Services and DVDs/Blu-ray Discs Advertising:** We will only purchase advertising in cinema, on DVDs/Blu-ray discs, and on streaming video services (e.g. Hulu, Netflix) for movies and programs primarily directed to children over age 12 and rated PG and above
- 8) **License Character Use:** Mondelēz Canada does not use third party licensed characters in any of its product advertising in media that is primarily directed to children under the age of 12. In addition, point of sale, on-pack and in-store promotions, as well as communication on packages about movie tie-ins and sponsorships, will be directed to the parent/adult.
- 9) **Product Placement:** Mondelēz Canada does not pay for or actively seek to place Mondelēz products in the program/editorial content of any medium primarily directed to children under 12 for the purpose of promoting the sale of those products.
- 10) **Marketing in Schools:** Mondelēz Canada does not advertise or market in both primary and secondary schools (pre-kindergarten through 12th grade).

### **C. Supporting Data**

To determine if advertising is directed primarily to children under 12, Mondelēz Canada will consider the following criteria:

- For TV, Mondelēz Canada will not buy television time where more than 35% of the total viewing audience is expected to be children under 12 on an annualized basis; where the outlets are marketed as “kid media” (e.g. Disney, Cartoon Network, Nickelodeon); or in any programming block that falls within time periods traditionally regarded as “kids’ viewing time” (as designated by media providers). Where program viewership data is unavailable, we use our best judgment to avoid programs that are likely to be intended for children under 12.
- For print, Mondelēz Canada will not buy advertising space in publications that are categorized by publishers as “children’s magazines” in Canadian Advertising Rates and Data (CARD)
- For internet, online and digital media, we not advertise or place branded advergates or downloads on websites or digital sites where more than 35% of the total visitors are children under 12 as determined either by Nielsen Net Ratings, ComScore or by site registration data. Where data may be unavailable, we use our best judgment to avoid sites that are likely to be intended for children under 12.

In addition to our own commitment, Mondelēz Canada will adhere to all Canadian and/or provincial laws and regulations, if different than the above stated.