



Canadian Children's Food and Beverage Advertising Initiative
Ferrero Canada Ltd
Commitment

Identifying information

1. Corporate name and address of the participant.

Ferrero Canada Ltd, 100 Sheppard Ave. E., Toronto, Ontario M2N 6N5

2. Name and Contact Information for the Participant's Representative, responsible for overall implementation of the Commitment.

Mark Wakefield, Vice President Marketing
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3. Name of the specific entity covered by this commitment.

Ferrero Canada Ltd.

B. Core principles

Ferrero Canada is proud of the products it offers, which have brought joy and pleasure to Canadian families for many years. Ferrero Canada supports the Canadian Children's Food and Beverage Advertising Initiative.

Increasing obesity levels in Canada are a cause of growing concern, especially regarding children. Ferrero has always believed in the crucial role played by parents in educating their children to a balanced diet and a healthy lifestyle. Although the existence of a direct link between advertising and children's eating habits has not been proven, Ferrero agrees that it is preferable to avoid directing advertising to children when they are most likely exposed to commercial communications without parental supervision.

In line with the above considerations, Ferrero Canada is committed to working with Advertising Standards Canada in promoting responsible self-regulation of advertising. Ferrero Canada personnel, as well as its partner agencies, have been instructed to comply with the commitments set out below.

1. Advertising messaging and content

Ferrero Canada will not advertise Ferrero food products to audiences primarily composed of children under 12, except for:

- products fulfilling specific nutrition criteria, based on accepted scientific evidence and/or applicable national and international dietary guidelines;
- advertising that prominently includes messages designed to encourage physical activity, good dietary habits and portion controlled options.

Applicable nutrition criteria are to be eventually defined and notified to Advertising Standards Canada at a later stage. Until then, no Ferrero food products will not be advertised to audiences primarily composed of children under 12.



2. Use of Licensed Characters

Ferrero Canada commits not to use third party characters to advertise Ferrero food products to audiences primarily composed of children under 12, unless such advertising supports healthy dietary choices and /or healthy lifestyles for children under 12, as set out under “Advertising messaging and content” above.

3. Product Placement

Ferrero Canada commits to not pay for, or actively seek to place Ferrero food products in programs or editorial content primarily directed to children under 12, for the purpose of promoting the sale of these products.

4. Use of Products in Interactive Games

Ferrero Canada commits not to incorporate Ferrero food products in any interactive games, including video and computer games rated “Early Childhood” or “EC”, which are inherently primarily directed to children under 12, and other games that are age-graded on the label as being primarily directed to children under 12, unless their content prominently includes healthy lifestyle messages designed to appeal to children in order to encourage physical activity, good dietary habits and portion controlled options.

5. Advertising in Schools

Ferrero Canada agrees to adhere to the standards individually established by schools and by school boards overall. Therefore, Ferrero Canada will not advertise Ferrero food products in elementary schools, except where specifically requested by, or agreed with, the school administration for educational purposes.

6. DVD Advertising

Ferrero Canada does not advertise Ferrero food products on DVD’s of “G” rated movies that are primarily directed to children under 12, and other DVD’s whose content is primarily directed to children under 12.

7. Word of Mouth, Mobile Media, Cell phones and PDA’s

Ferrero Canada commits not to advertise Ferrero food products on Cell phones, mobile media, PDA’s and through word of mouth where advertising on those media is primarily directed to children under 12.

8. Implementation Schedule

This revised commitment is effective as of January 1, 2010. However, as Ferrero Canada is presently not directing its advertisements primarily to children under 12, it is already operating in accordance with this commitment. In the event of an amendment to its commitments Ferrero Canada will notify Advertising Standards Canada immediately and submit a revised commitment.



C. Supporting data

To confirm compliance, Ferrero Canada agrees to the audit of advertising materials of Ferrero food products, product information and media impression information to be submitted to the ASC on a confidential basis.

Ferrero Canada will use the following criteria to determine if Ferrero food product advertising is primarily directed to children under 12:-

- 1. All media** - consideration of the age group to which the creative is designed to target or appeal.
- 2. Television** — no more than 30% of the audience of a program in which advertising is featured consists of children under 12 according to BBM Nielsen.
- 3. Print** — no more than 30% of the readers of the publication in which the advertising is featured consists of children under 12.
- 4. Radio** — no more than 30% of the listening audience of programming in which the advertising is featured consists of children under 12 according to BBM Nielsen.
- 5. Internet** — no more than 30% of estimated impressions of online advertising would reach children under 12.

Ferrero Canada will provide a detailed media plan to the ASC indicating where and when advertising of Ferrero food products will be heard, appear and / or be seen in each covered medium.