



**Canadian Children's Food and Beverage Advertising Initiative:  
Commitment Outline**

Unilever Canada is pleased to participate in the Canadian Children's Food and Beverage Advertising Initiative. Unilever Canada's mission is to add vitality to life, and we have therefore carefully considered our approach to the issue of health and nutrition – particularly with regard to children. As explained in more detail below, Unilever Canada does not advertise to children who are younger than six (6) years of age, and will only advertise to children between the ages of 6 through 11 those food and beverage products that meet the nutritional benchmarks established by our Nutritional Enhancement Program (NEP). Foods that meet those benchmarks are based on nutritional guidelines established by international public health authorities.

A. Identifying Information

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1. The name of each brand and/or product line that is covered by the Commitment.

None

**(We interpret “covered by the Commitment” to mean products that are marketed to children under 12.)**

**As of the date hereof, Unilever Canada does not market any brands to children under 12; however should this change in the future we shall promptly notify ASC and submit a revised Commitment.**

B. Core Principles

1. An overview of the Unilever Canada Commitment

**Unilever Canada does not direct any advertising materials (other than labelling and the following point of sale materials (i) materials affixed to and/or holding product; (ii) those containing basic product descriptions (collectively, the “Excepted Materials”) to children between the ages of 6 through 11, except for advertising materials featuring products that meet the nutritional benchmarks established by our NEP.**

2. The manner by which Unilever Canada intends to implement the Licensed Character principle:

**Unilever Canada will not use 3<sup>rd</sup> party licensed characters to advertise any food or beverage product in any media contrary to this initiative.**

3. A description of the manner by which Unilever Canada intends to implement the Product Placement principle.

**Unilever Canada does not and will not pay for or actively seek to place any of its food or beverage products in program/editorial content featured in any Covered Medium primarily directed to children under 12, which content is created by a third party, for the purpose of promoting the sale of such products.**

4. A description of the manner by which the Participant intends to implement the Interactive Games principle.

**Unilever Canada will not incorporate any products in any interactive game that is primarily directed to children ages 6 through 11.**

5. A description of the manner by which the Participant intends to implement the Advertising in Schools principle.

**Currently, Unilever Canada does not advertise in elementary schools. For avoidance of doubt, Unilever Canada’ commitment to not advertise food or beverage products in elementary schools will not include/will not apply to branded or unbranded displays of food and beverage products, charitable fundraising activities, public service messaging, or advertising directed to school administrators.**

6. An implementation schedule for each commitment set forth in the Participant’s Commitment.

**This commitment is effective commencing January 1, 2010.**

C. Supporting Data

For those Participants that do not intend to advertise to children under 12:

- a. a description of the specific criteria the Participant will use for each covered medium (television, radio, print and Internet) to determine if advertising is primarily directed to children under 12; and

**To determine whether advertising on TV, radio, print and Internet is directed to children under 12, Unilever will consider the following factors, no one of which will be controlling:**

- i. **Whether the specific medium (e.g., the particular TV show, website, radio show or magazine/newsletter) in which the ad is placed is used primarily by children under 12;**
- ii. **Whether the ad was intended/created to appeal primarily to children under 12; and**
- iii. **For TV ads, whether the ad appears during, or just before or after, a program generally understood to be children's programming, considering the time of day during which the ad appears and the media outlet.**
- iv. **For TV, whether the ad appears in a program where more than 35% of the total audience is under 12.**