

Responsible Marketing



WHAT CAN I DO AS A COCA-COLA AMBASSADOR?

.....
Understand our policy on Responsible Marketing.
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Support our commitment by following the guidelines and helping our customers to do the same.

Responsible Marketing is a marketing philosophy whereby a company takes into consideration what is in the best interest of society, in the present and long term.

WHY ARE THERE ISSUES SURROUNDING RESPONSIBLE MARKETING?

There is increased pressure across markets about marketing to children.

Public authorities take the need to control advertising and marketing very seriously.

The industry as a whole strives to ensure a high level of responsibility through self-regulatory organisations.

Pressure on Responsible Marketing remains high as the EU Action Plan on Childhood Obesity advocates for regulatory interventions, widening the scope to cover not only advertising but also sponsoring, events, vendors in sports halls, etc.

WHO IS LEADING THE DISCUSSIONS?

Policymakers – who have set out commitments to help consumers make informed choices, which in turn should help them make sensible, healthy decisions.

Health Advocacy Groups – who want to encourage behavioural change in consumers and encourage manufacturers to make products 'healthier'.

NEED TO KNOW

Responsible Marketing considers what is in the best interest of society

We don't advertise to children under 12 years of age

Our global Responsible Marketing Policy applies to all of our products

Coca-Cola does not offer its drinks in primary schools unless asked by parents, caregivers or school authorities. In secondary schools Coca-Cola offer a full range of beverages including water, juices and no- and low-calorie options.

DID YOU KNOW?

WHAT DOES COCA-COLA SAY ABOUT RESPONSIBLE MARKETING?

Coca-Cola has a long-standing commitment to marketing responsibly.

We're committed to Responsible Marketing across the globe, across advertising media and across all of our drinks, especially when it comes to children.

Honouring the rights of parents and caregivers to make the appropriate choices for their children is a cornerstone of our Responsible Marketing Policy.

In Europe, together with UNESDA, we have worked with members of the soft drinks industry as well as with leading food and beverage companies (through the EU Pledge) to commit externally to The European Commission and European Stakeholders under an aligned framework.

WHAT DOES COCA-COLA HBC'S HEALTH & WELLNESS POLICY SAY ABOUT RESPONSIBLE MARKETING?

Coca-Cola HBC does not market its soft drinks in primary schools, or target media advertising to children under the age of 12, and is working with third-party distributors to ensure they adhere to the same commitments. In schools where children are above 12 years of age, the company discusses with educators, parents and other stakeholders which beverages they feel are most appropriate.

Coca-Cola HBC complies with UNESDA's Responsible Behaviour in Schools commitment (2006). Coca-Cola HBC self-audits its compliance with regard to responsible behaviour in schools.

In 2014 Coca-Cola HBC adopted the Coca-Cola School Guideline policy aligning its actions with the Company policy.

WHAT IS COCA-COLA DOING TO COMMUNICATE THE FACTS?

We have made a global commitment to market responsibly and have tabled that commitment in Europe through UNESDA and the EU Pledge to the EU Commission and our stakeholders, including no advertising to children under 12, anywhere in the world.

We have a global Responsible Marketing Policy, which applies to all of our products, not just one category of drinks.

We are monitoring our external commitments through third party audits and can confirm high compliance (between 95% and 100%) with the commitments as well as tangible outcomes. As a result of the EU Pledge effort, and compared to a 2005 baseline, children today below 12 years of age are seeing 84% less TV advertising for products high in fat, salt and sugar that don't meet agreed nutritional guidelines.

We have expanded the commitments to also cover digital advertising (online advertising as well as company owned websites).

WHAT DO THE EXPERTS SAY ABOUT RESPONSIBLE MARKETING?

Academic evidence supports the rationale for treating children under 12 years of age differently from teenagers when advertising food and non-alcoholic beverages. This evidence addresses the issue from two perspectives – children's critical understanding of advertising and the impact of advertising on children's food preferences and behaviours.

In 2006, the Livingstone Review for Ofcom found that from the age of 12 years of age, children are able to articulate a critical understanding of advertising.

In 2005, the US Institute of Medicine found that there is no evidence that food advertising influences children's food preferences, choices or diets.

WHAT ELSE SHOULD I READ?

- Nutrition Labelling
- Sugar
- Obesity

Compared to 2005, children today, below 12 years of age see 84% less TV advertising for products high in fat, salt or sugar that don't meet agreed nutritional guidelines.

DID YOU KNOW?

