



Forum of Responsible
Food Marketing Communication

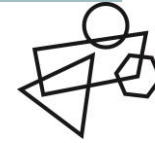
Self-regulatory approach for the control of marketing of foods to children

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Content

- What is Forum of Responsible Food Marketing Communication?
- How does the Forum works?
- Why are we successful?

What is Forum of Responsible Food Marketing Communication

- Voluntary across-industry initiative
- Established in 2008 by industry organizations
- A self-regulation concept built on top of existing legislation

Purpose :

To keep strong focus on the marketing of foods with high content of fats, sugar or salt in children's media - to prevent it from occurring

The code

CODE OF RESPONSIBLE FOOD MARKETING COMMUNICATION TO CHILDREN

§ 1 General Rules

Marketing has to be done in accordance with Danish legislation, including the Food Act, the Marketing Practices Act, and the Radio and Television Broadcasting Act, and in addition respect the commonly accepted ethical standards of advertising practice.

§ 2 Marketing of foods directed towards children

Marketing of foods with a high content of sugar, fats or salt in the media or in parts of the media, where the target audience is under 13, is not allowed.

§ 3 Definition of food

In this code, the definition of "food" is in accordance with the definition found in article 2 of the regulation (EC) no. 178/2002 of the European Parliament and of the Council of the 28th January 2002.

§ 4 Definition of marketing

Marketing is defined as any notice in any form that is released in return for a financial compensation or another kind of compensation with the purpose of promoting sales of specific products.

§ 5 Definition of media directed towards children

Media or parts of media that are directed towards children are for example:

- Children programs on television or radio, or programs that specifically appeal to children.
 - Internet websites that are directed towards children, for example gamesites, chat rooms, or pages with children products such as toys or computer games directed towards children, regardless of whether the homepage comes from a third party or from the company itself.
 - Text messaging services, content rated services or other cell phone marketing directed towards children.
 - Printed media, such as magazines, comic books, etc., or pages in printed media that are directed towards children.
- In order to determine whether or not a media has children as its target group the following should be taken into consideration.
- Content, use of language, and visual effects
 - Whether or not children are represented
 - Time of broadcasting
 - Expected users
 - Actual user

§ 6 Assessment

The advertiser/sender of the commercial determines whether or not the commercial or sponsoring includes foods with a high level of sugar, fats or salt.

The media enterprise/ company determines whether or not the media or parts of the media have children as its target audience.

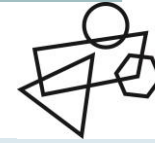
Forum of Responsible Food Marketing Communication has published a guidance that should be used for the above assessments.

§ 7 Age limit

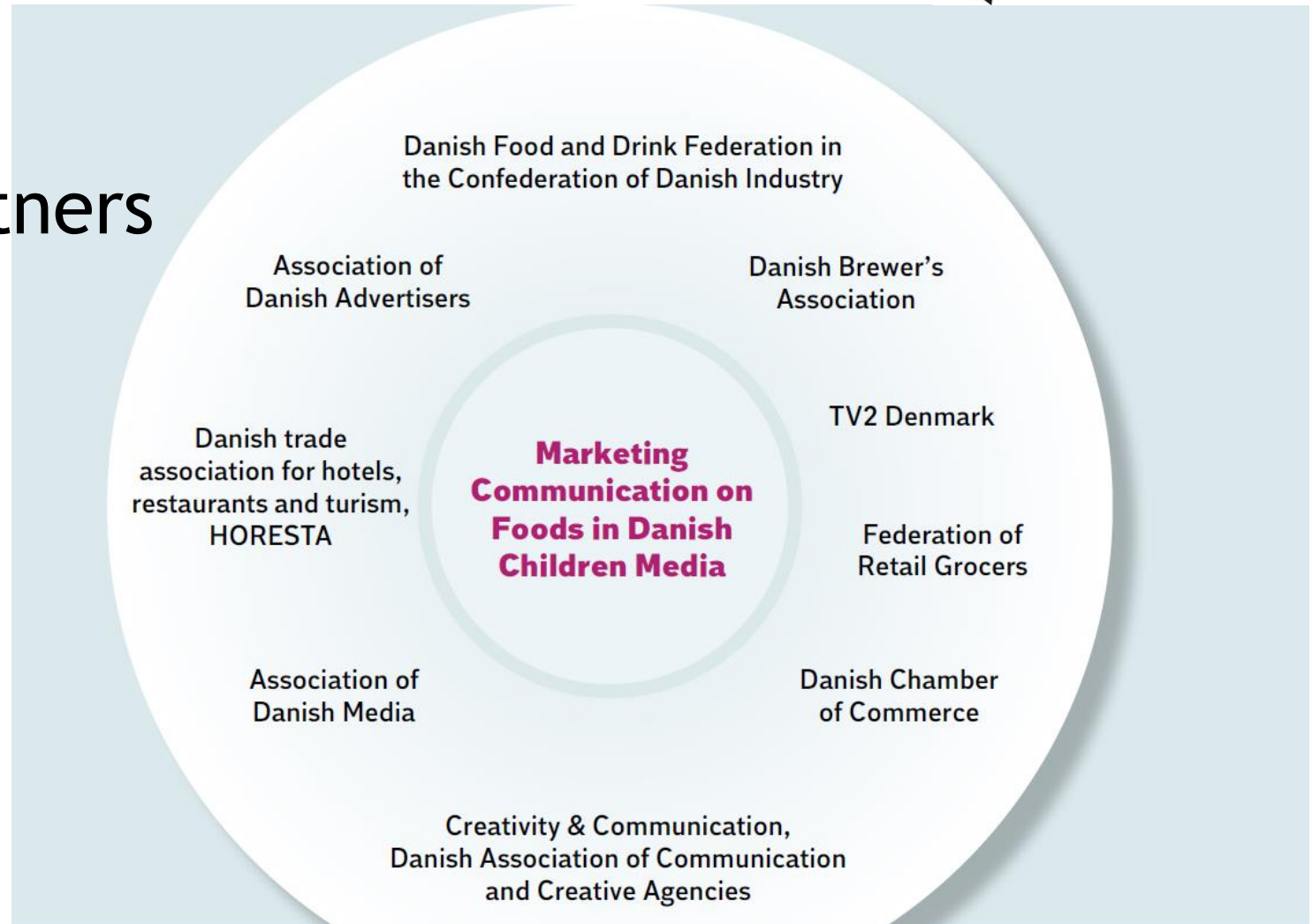
The abovementioned criteria apply to all marketing in media directed towards children under the age of 13 in Denmark.

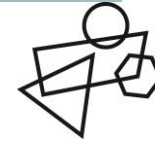
§ 8 Entry into force

This code entered into force on the 1st of December 2013.



The partners



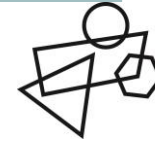


How does the Forum work?

Organizations covering all parties in the marketing chain are involved

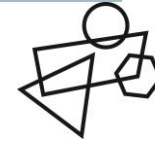


Most media are covered: Print, television, internet, social media



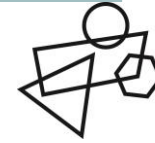
Children Media

- Children programs on television or radio, or programs that specifically appeal to children.
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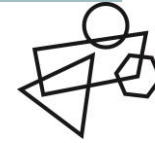
Roles

- The producers/advertisers are responsible for not placing advertising for foods high in fats, sugar or salt in children's media
 - Their organizations are responsible for maintaining awareness and react if breaches occur
- The Advertisement and Media Agencies' organization maintain awareness and guide their members on the code
- The media and media organizations are responsible for evaluating if their media are children's media
 - React if breaches occur or are about to happen



Shared responsibilities

- Day-to-day maintenance (awareness /compliance)
- Follow-up on potential violations
- Evaluation of compliance across media
- On-going assessment of set up



Why are we successful?

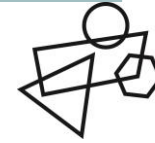
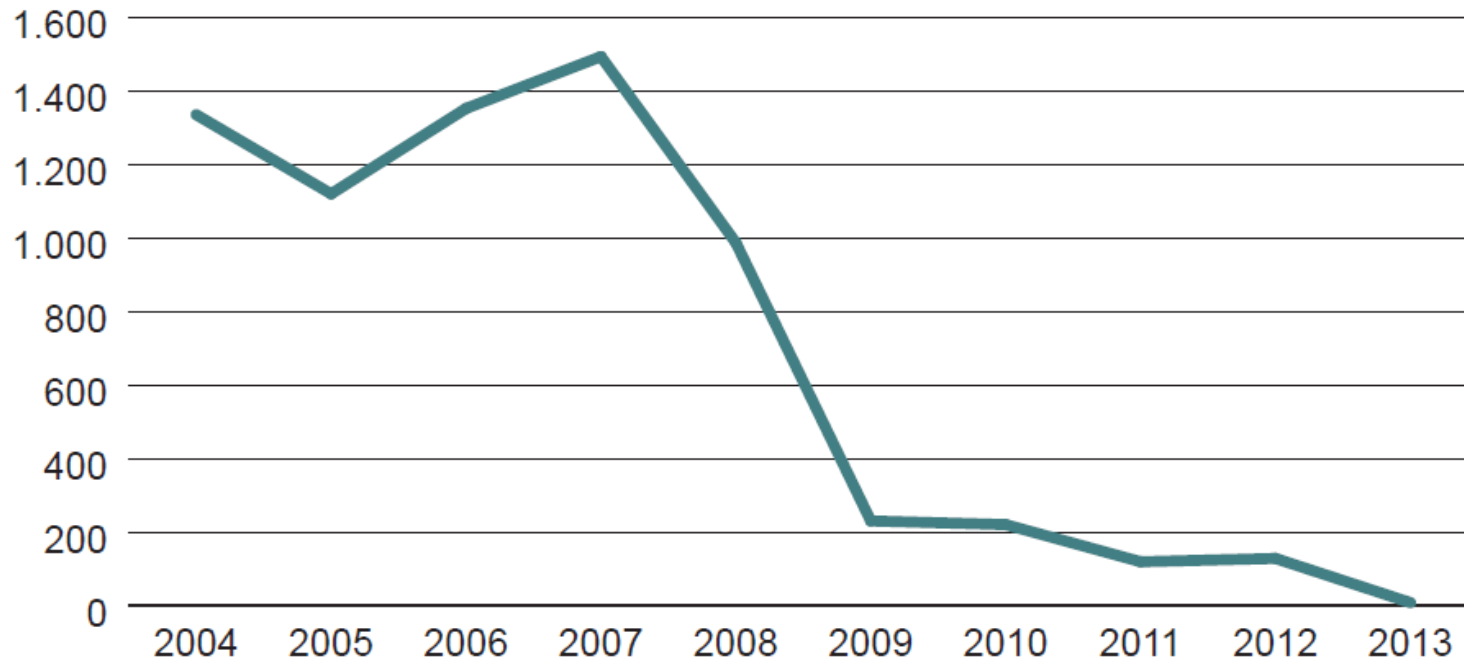


Figure 1 Food commercials in children schedules at TV2

Number of spots (Children aged 3-11)



Source:
Gallup TV-meter

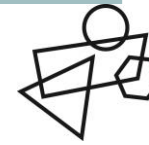
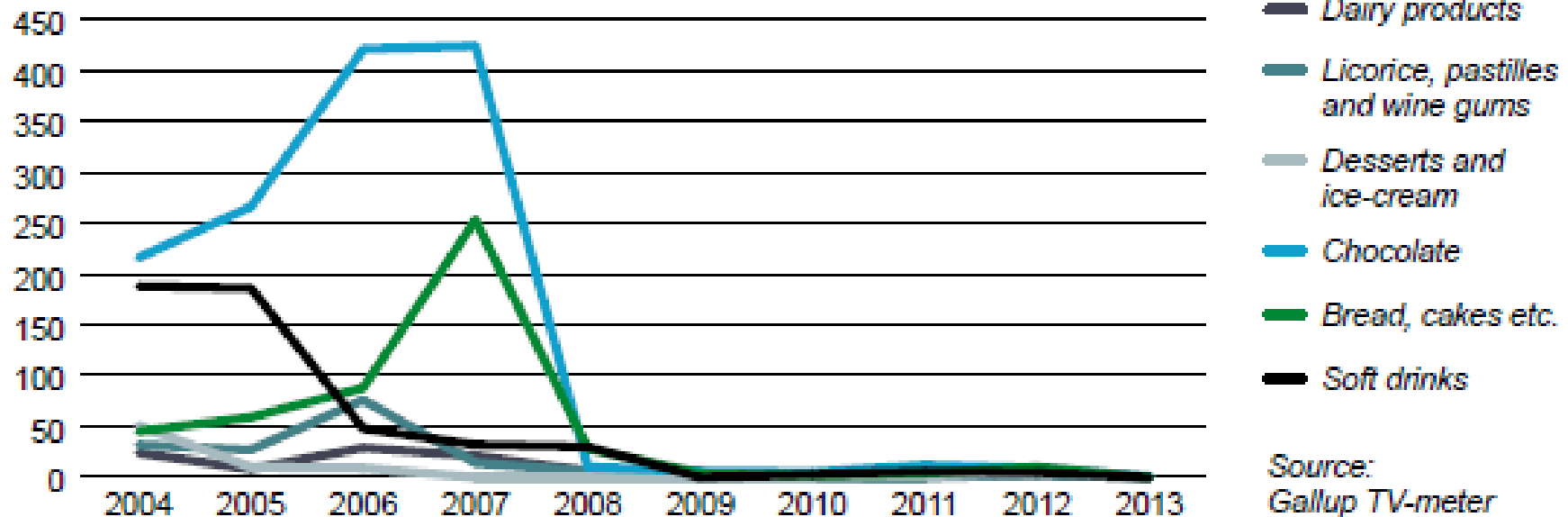


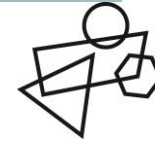
Figure 2 Development in the number of commercials in selected categories

Number of spots (Children aged 3-11)



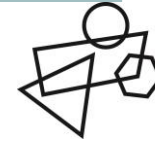
A large teal oval with a white border is centered on the page. It contains the text "High degree of commitment, self-policing and participation" in white serif font.

High degree of
commitment, self-policing
and participation



Other keys to success

- Burning platform
- Right partners
- Participatory approach
- Trust
- Expectation management
- Culturally adjusted



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