



MEETING OVERVIEW

Responsible Advertising and Children (RAC) Programme

(www.responsible-advertising.org)

ANA offices, 708 Third Avenue - 33rd Floor

New York, NY 10017

June 23rd, 10h00-15h00

Participants (in person or by webinar):

Paul Jackson, Mars (RAC Chairman), **Linnette Attai**, Nickelodeon, **Jim Baughmann**, Campbell's, **Kathrin Belliveau**, Hasbro, **Jay Black**, CARU, **Helen Boehm**, Janet Borelli, MTV Networks, **John Budd**, Topps, **David Buzby**, ANA, USA, **Frank Clarke**, Strategy XXI Partners, **Sarah Delea**, Kraft, **Janet Feasby**, Advertising Standards Canada, **John Feldman**, Reed Smith, **Allison Fitzpatrick**, Davis & Gilbert, **Susan Fox**, Walt Disney Co. **Greg Frantz**, Campbell's, **Stuart Friedel**, Davis & Gilbert, **Andrew Gasper**, Topps, **Mark Greengrass**, Geppetto Group, **Sadaf Hussain**, egta, **Dan Jaffe**, ANA, USA, **Wayne Keeley**, CARU, **Amy Knight**, Hasbro, **Hien Le**, Hasbro, **Stacy Leistner**, TIA, **Julien Lafleur**, Landmark, **Bob Liodice**, ANA, USA, **Pat Mangiacotti**, Equifax, **Cynthia McMakin**, Hasbro, **Carla Michelotti**, Leo Burnett Worldwide, **Sheila Millar**, Keller & Heckman, **Toni Millner**, Turner Broadcasting System, Inc., **Jeanne Murphy**, Ferrero USA, **Linda Nagel**, Advertising Standards Canada, **Mark Nelson**, Nestlé, **Jeanette Neumann**, Mattel, **Charlie Newberger**, McDonald's Corp, **Dick O'Brien**, AAAA, **Lee Peeler**, NARC, **Bob Reaume**, ACA, Canada, **Stephanie Quirantes**, Burger King, **Rocco Renaldi**, Landmark, **Brent Sanders**, Microsoft, **Stacey Sharkey**, Nestlé, **Nancy Schnell**, Unilever, **Phyllis Spaeth**, CARU, **Mary Catherine Toker**, General Mills, **Amanda Torres**, Hasbro, **Bridgette Vega**, Nestlé, **Claudine Wilson**, Frankfurt Kurnit Klein & Selz PC, **Astrid Williams**, PepsiCo Europe, **Bev Wilson**, Topps, **Laura Zervic**, Kellogg, **Will Gilroy**, WFA, **Stephan Loerke**, WFA, **Malte Lohan**, WFA

All participants were reminded of the RAC Competition law compliance policy (see annex 1)

1. **An introduction to WFA.** Stephan Loerke, WFA Managing Director, briefly introduced the World Federation of Advertisers
2. **An introduction to RAC.** Paul Jackson, Mars and WFA Chairman, briefly introduced the Responsible Advertising and Children Programme.
3. **The global food marketing and children debate.** Will Gilroy, WFA Communications Director, reviewed the following facets of the global debate on food marketing communications in light of the public health challenge presented by obesity
 - a. Global developments: *how is the World Health Organisation steering this debate and raising it to the level of Heads of State? How is this likely to impact regulatory discussions in markets around the world?*
 - b. The US situation: *can RAC help provide evidence to help the US industry in their responses to the IWG consultation? What are the ramifications of the IWG nutritional guidelines and their application to marketing communications likely to be for other markets?*
 - c. The EU situation: *how is the European industry managing the debate? Are there lessons to be drawn for other markets?*



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- d. International: *an overview of developments in APAC, Latin America and other emerging markets. How can US corporates and other RAC members be more involved in markets where they have a stake?*
 - e. Broad trend analysis and some lessons learned from how the debate has evolved over the last decade
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Action points:

1. **WHO Recommendations on Food and Non-Alcoholic Beverage Marketing to Children:**
 - a. Share with the group the link to the [WHO Recommendations on food and non-alcoholic beverage marketing communications to children](#)
 - b. Share [RAC issue brief on WHO recommendations](#)
 - c. Share [2-page WFA analysis of WHO Recommendations](#)
 2. **The impact of food marketing:** Share [The impact of food advertising on children's diets: WFA reviews the evidence, June 2008](#)
 3. **The age of a child:** Share [the empirical and academic evidence for why global food marketing policies define a child as <12](#)
 4. **The WFA Food Advertising Pack:** brings together the **academic and empirical evidence and data** to demonstrate the absence of a link between food marketing and food choices, food preferences and health outcomes. In the meeting, two slides in particular were mentioned:
 - a. Slide 22 showing no correlation between number of food ads shown and obesity levels across a number of markets
 - b. Slide 26 showing the Foresight Map, which identifies the multifactorial and complex nature of obesity
 5. **The industry vision of responsibility:** [The case for advertising self-regulation](#) by WFA as publicised by the Organisation for Economic Cooperation and Development (OECD). This is an abridged version of the WFA [global vision for responsible food and beverage marketing communications](#), which was presented to the World Health Organisation and [which led to acknowledgment that self-regulation can fulfil the policy objectives of the WHO recommendations](#)
 6. **UN High Level Meeting on Non-Communicable Diseases:** *what food marketers need to know;* [A one-page brief](#)
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4. **The challenge of children online:** Stephan Loerke, WFA Managing Director, discussed:
 - a. How digital has added a new complex layer to existing and emerging debates about marketing to children: RAC leveraged global research on parental perceptions of their children's interaction with the internet to identify key concerns that the global marketing industry will need to address.



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- b. *Project Reconnect*: insights for marketers from qualitative global market research with parents and children about what is and what is not acceptable in relation to communicating with (young) consumers in the Digital Age.
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Action points:

1. **Parental perceptions of their children's interaction with digital:**
 - a. Share with the group [global research conducted by RAC on parental perceptions of their children online](#)
 - b. Share an [RAC Summary of the research](#)
 2. **Project Reconnect:** Brands have understood the importance of social media: it is transforming the way people interact with them. But can the marketing industry use the same platforms to better engage with and understand people and society? WFA has launched Project Reconnect with precisely that objective. And to try and provide guidance to marketers so that brand communications more closely reflect what people really want and expect from brands. This is part our broader commitment to be listening and engaging with people worldwide. A successful marketer genuinely listens to what drives consumer expectations and aspirations. We think a successful industry should do the same. The results of the first phase of the project can be downloaded [here](#). More detailed presentations on both the conversations with the parents and the children are available to WFA members on request.
 3. **Parental perceptions of key influences in their children's lives:** two other global pieces of research on parental perceptions of key influences on their children's lives (1999) and their children's eating habits (2005) were mentioned in the meeting. These projects were conducted by the Advertising Education Forum and are available to AEF members on request. Please contact Will Gilroy at w.gilroy@wfanet.org for more information
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5. **[The Commercialisation of Childhood debate](#):** Will Gilroy gave a brief overview of an emerging political debate in the UK, which is already spilling over into other markets: *why is this important to the global marketing industry and what is industry already doing to address the challenge?*
 6. **[Media Smart](#):** Paul Jackson gave an introduction to [Media Smart](#), a globally acclaimed media literacy program for 6-11 year olds. The discussion focused on the very latest *Digital Ad Wise* materials, which aim to help children recognise and understand digital advertising and to teach them media literacy and critical-thinking skills.
 7. **[How can RAC already help you in your day-to-day work?](#)** Will Gilroy concluded with a brief overview of RAC materials for use by members, including briefings, key messages, additional considerations for marketers, presentations, a regulatory help desk and advocacy support.



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5 conclusions:

1. Significant discussion took place regarding **what it means to be a brand in the digital age**, particularly if your products appeal to children. There was broad agreement that the industry's willingness **to dialogue and support education** initiatives would be key. Hence, the importance of projects, such as Project Reconnect and Media Smart.
2. In light of global efforts to restrict food marketing to children and online behavioural tracking, much will be made of the **age definition of a child**. RAC will continue to make available the best evidence on the issue and endeavour to stay ahead of the curve in terms of trying to understand consumer perceptions of what constitutes particularly "vulnerable groups"
3. Campaigners have "unlocked" the debate around **children's privacy online** with the "food marketing key". Industry should, wherever possible, avoid the conflation of these issues, not least since consumers do not see online tracking as linked to advertising and marketing.
4. ANA and other industry partners will explore the possibility of **launching Media Smart** or a version thereof in the US.
5. All those who were not currently on the RAC mailing list, were invited to share their contact details. RAC already brings together over 500 advertiser, agency and media contacts in 60 markets worldwide. But to facilitate **the sharing of latest intelligence, good practice and insight** into existing or emerging debates, participants were asked to share contact details and forward those of colleagues.

RAC June 2011

Annex 1

RAC Competition law compliance policy



The purpose of the RAC is to represent the interests of the marketing community and to act as a forum for legitimate contacts between members of the marketing industry. It is obviously the policy of the RAC that it will not be used by any company to further any anti-competitive or collusive conduct, or to engage in other activities that could violate any antitrust or competition law, regulation, rule or directives of any country or otherwise impair full and fair competition. The RAC carries out regular checks to make sure that this policy is being strictly adhered to. As a condition of membership, members of the RAC acknowledge that their membership of the RAC is subject to the competition law rules and they agree to comply fully with those laws. Members agree that they will not use the RAC, directly or indirectly, (a) to reach or attempt to reach agreements or understandings with one or more of their competitors, (b) to obtain or attempt to obtain, or exchange or attempt to exchange, confidential or proprietary information regarding any other company other than in the context of a bona fide business or (c) to further any anti-competitive or collusive conduct, or to engage in other activities that could violate any antitrust or competition law, regulation, rule or directives of any country or otherwise impair full and fair competition.