



Thailand Children's Food and Beverage Advertising Initiative

The Thailand Children's Food and Beverage Advertising Initiative (the Thailand Pledge) is a common commitment to responsible food and beverage advertising on TV, print and third party internet that includes a shared commitment not to advertise food and beverage products to children under the age of 12 in Thailand unless the products meet specified nutritional criteria. These voluntary measures are made by food and beverage companies in support of the efforts of governments, parents, industry and others to promote healthy lifestyles amongst children in Thailand.

Signatory companies will announce and implement company-specific voluntary measures by the end of December 2008 in order to meet this objective.

The current participating companies are:

- Coca Cola
- Kellogg
- Mars
- Nestle
- Pepsi Cola
- Unilever

The above companies will publish their specific advertising commitments during the course of 2008 on a Thailand Pledge website and will implement their commitments no later than 1 January 2009. In case of mergers or acquisitions, an adequate transition period will be allowed for the implementation of measures taken under this Pledge.



These companies agree to demonstrate that their specific commitments comply with the following minimum criteria in addition to any applicable legal or regulatory requirements.

1. Advertising of products to children under 12 years must be for products which fulfill specific nutrition criteria based on accepted scientific evidence and/or applicable national and international dietary guidelines. For the purpose of the Pledge, “advertising to children under 12 years” means advertising to media audiences with an intended minimum of 50% of children under 12 years. “Advertising” covers marketing communications via TV, radio, print and third party Internet sites.

2. No communications related to products in kindergartens or primary schools (Prathom 1-6), except where specifically requested by, or agreed with, the school administration for educational or informational purposes.

Pledge signatories are required to monitor and report on commitments in a transparent, accountable and participative way. Independent compliance monitoring of the Thailand Pledge will be undertaken and will cover TV, radio, print and third party internet advertising and will start in January 2009.

Pledge signatories further commit to promote the concepts of this Pledge within the rest of the food and beverage industry in Thailand as best practices. This would include outreach to suppliers, franchisees, trade associations and other industry operators who are not currently or who may not become signatories to the Pledge.

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