



Campbell Soup Company

Global Guidelines for Responsible Advertising to Children

For more than a century, Campbell Soup Company has been nourishing people's lives with quality products. Millions of people around the globe trust Campbell and its brands – not only because we make and market a wide range of wholesome, nutritious and great-tasting food products, but also because our consumers know and appreciate our standards, including the standards reflected in our advertising practices.

We believe in the value of advertising. Advertising communications provide all of us with useful information to help make everyday decisions that enrich our lives with new ideas, products and experiences. We also believe that carefully executed advertising campaigns and communications in all media vehicles may be appropriately addressed to children, if the varying levels of knowledge, sophistication and maturity of children of different ages are recognized and respected.

As a company, we believe that balanced nutrition, within a healthy lifestyle, is a key to overall health and well being for people of all ages. Balanced nutrition plays a critical role in maintaining good health, reducing the likelihood of disease, and improving the quality of life. Any food can be enjoyed as part of a healthy lifestyle when consumed in moderation.

We believe that consumers are more likely to make appropriate food choices in following a healthy lifestyle when food companies provide clear and helpful information about their products, and about the role their products can play in a balanced and healthful diet. We are committed to offering consumers a variety of wholesome, delicious, and nourishing products, and to helping them obtain the nutrition information and education they need to help make sound food choices.

Parents and guardians are important gatekeepers in helping children make informed food choices. However, adults are not always with a child when he or she is exposed to advertising, and younger children are less able to identify and evaluate advertising messages on their own. We believe that companies must take account of a child's ability to understand its advertising communications. For this reason, we will not address advertising communications to audiences consisting primarily of pre-school age children, *i.e.* those who are younger than six years old. When we advertise in media directed to a mixed audience of pre-school age children and adults, our advertising messages will be directed to the adult audience, not to the child audience. Communications to children who are six years old through eleven years old will take account of the relative sophistication of the audience. The layout and word choice we use when addressing the 'tween market, for example, will reflect the greater capacity of that audience to understand the nature of advertising than younger children.

When we create advertising content that is directed to an audience consisting primarily of children, we will take special care to safeguard their safety and well-being.

- Depictions of children preparing food will show age-appropriate heating and food-handling methods and situations.
- Children featured in advertising will be shown in safe physical and social environments, and will not be shown engaging in dangerous behavior.
- Our campaigns will show our products in the context of nutritional best practices. We will model good eating habits by showing appropriate eating occasions, moderation, healthy attitudes towards food, and an active lifestyle. For example, products advertised to children will be shown with appropriate portion sizes, and mealtime foods will be illustrated with wholesome food accompaniments. When we advertise single-serve and snacking products to children, we will show appropriate portions for children in the target audience.
- We will also protect children from misunderstanding or misinterpreting our advertising messages by using age-appropriate language.

We are committed to responsible advertising. Our most senior executives, including our Chief Executive Officer, personally oversee our process by which we review and approve advertising addressed to children before it is released to media to ensure it meets our guidelines. Wherever we advertise our products, we adopt what we consider to be self-regulatory best practices. As supporters of the Children's Advertising Review Unit (CARU) of the Council of Better Business Bureaus in the United States and similar organizations in other countries (such as Advertising Standards Canada), we subscribe to high industry standards for the self-regulation of advertising to children. For more information on the CARU Self-Regulatory Guidelines for Children's Advertising and the principles that underlie them, please go to caru.org or visit appropriate organizations by country.