



Responsible Marketing Policy

Campbell Soup Company is committed to marketing and advertising its products truthfully and fairly to all consumers. Beyond simply complying with all legal and regulatory requirements, Campbell's marketing and advertising materials adhere to additional principles to ensure we are holding ourselves to the highest standards and meeting the expectations of our consumers, customers and other stakeholders. In addition, Campbell does not currently advertise its products to children.

Campbell's responsible marketing policy applies to all Campbell employees, contractors, consultants, and agents involved in the creation of all Campbell marketing and advertising, including without limitation TV and radio commercials, print advertising, point-of-sale displays, sales and promotional materials, product packaging and labeling, e-mail and newsletter communications, word-of-mouth, and digital/internet communications, including on Campbell or third-party websites, social media, apps, or blogs.

General Principles

In accordance with its commitment to advertising responsibly, Campbell adheres to the following principles, derived from the International Chamber of Commerce (ICC) [Framework for Responsible Food and Beverage Marketing Communications](#).

- All marketing and advertising materials must be truthful and not misleading or deceptive.
- All marketing and advertising materials must be sensitive to the reasonable expectations of consumers and must not encourage or condone unsafe behavior or the excessive consumption of food and beverages. Portion sizes should be appropriate to the setting portrayed.
- Copy, sound and visual presentations in marketing and advertising materials must accurately represent the material characteristics of the product featured, such as taste, size, content nutrition or health benefits, and should not mislead consumers concerning any of those characteristics.
- Nutrition and health benefit claims included in any marketing or advertising materials must have a sound scientific basis. Claims should be conveyed consistent with the nature and scope of the evidence, providing the consumer with supportable information.
- Where claims or terminology used in marketing and advertising materials might reasonably be interpreted by a consumer as a health or nutrition claim, they should be supportable with appropriate scientific evidence.

- Nutritional information and claims should be judged by the likely perception of the reasonable consumer, especially where children are concerned.
- Consumer taste or preference tests should not be used in a way that might imply statistical validity if there is none.
- Expert testimonials should be based on well accepted and recognized opinion from experts.
- Marketing and advertising materials should not undermine and where possible should encourage the promotion of healthy, balanced diets and healthy, active lifestyles.
- Campbell products not intended to be substitutes for meals should not be represented as such.
- Marketing and advertising materials should not undermine the role of parents and other adults responsible for a child's welfare in guiding diet and lifestyle choices.
- Marketing and advertising materials directed toward children should not create a sense of urgency, or inappropriate price minimization.
- While fantasy, including animation, is appropriate in communication with children, care should be taken not to exploit a child's imagination in a way that could mislead him/her about the nutritional benefits of the product involved.

Advertising to Children Under 13

United States

Campbell does not currently advertise its products to children. To the extent Campbell were to advertise any of its products to children in the future, Campbell would adhere to a rigorous set of children's advertising standards set by the Children's Food and Beverage Advertising Initiative (CFBAI), a voluntary self-regulatory industry organization dedicated to improving the landscape of food advertising to children. Campbell would also do so only for products that meet [CFBAI's Category-Specific Uniform Nutrition Criteria](#). Campbell's CFBAI commitment is available [here](#).

Campbell's CFBAI commitment applies to TV, radio, print, internet/digital media, platforms like YouTube that may have content or channels directed to children under the age of 13, videogames and computer games directed primarily to children under the age of 13, DVDs of movies whose content is primarily directed to children under 13, and word of mouth. The commitment also applies to product placements and product integrations in media or content directed primarily to children under 13, influencer marketing in communications primarily directed to children under 13, and use of third-party licensed characters, celebrities and movie tie-ins in advertising primarily directed to children under 13.

As part of its CFBAI commitment, Campbell also commits not to advertise any of its products in elementary or middle schools, and to not advertise any of its products to children under the age of six.

Campbell's compliance with the CFBAI core principles is independently monitored and audited by CFBAI.

Canada

In Canada, in addition to all legal requirements (including a ban on children's advertising in Quebec), Campbell adheres to the self-regulatory rules in the [Code for the Responsible Advertising of Food and Beverage to Children](#) (CCFBA). Campbell does not currently advertise its products to children in Canada. To the extent Campbell were to advertise any of its products to children in Canada in the future, it would do so only for products that meet the nutrition criteria of the CCFBA.