

# **Commitment Concerning Advertising to Children**

## **Introduction to Our Commitment**

Campbell Soup Company is a charter participant in the Children’s Food and Beverage Advertising Initiative created under the auspices of the Council of Better Business Bureaus (“Initiative”). Consistent with our corporate Global Guidelines for Responsible Advertising to Children and our Commitment Concerning Advertising to Children under the Initiative that was applicable beginning with our Fiscal Year 2009, as restated as of January 1, 2010 and supplemented as of September 1, 2011 and December 4, 2012, we make this amended and restated Commitment Concerning Advertising to Children (“Commitment”) commencing on December 31, 2013. It applies to all of our advertising<sup>1</sup> primarily directed to children younger than 12 years of age in the United States (“advertising to children”) and may be further amended in agreement with the Executive Director of the Initiative. Pursuant to our Global Guidelines for Responsible Advertising to Children, we do not address any advertising to audiences consisting primarily of children younger than 6 years of age. Because much of our Commitment concerns nutrition, as a part of the Initiative, we have made a number of significant changes to our products advertised to children to improve their nutritional profiles and we intend to continue to do so.

## **Our Advertising Messages to Children**

Our advertising messages to children – including what products we advertise to them - should be consistent with our well-informed understanding of nutrition and wellness, supported by the advice of our highly-qualified staff of resident nutritionists. Accordingly, we will support families by assuring that all the products we advertise to children are sound food choices. How we implement this aspect of our pledge is explained in the discussion on “Information on Implementation and Measuring Message Delivery.” Schedule A identifies the products we will advertise to children, and includes ingredient statements and nutrition facts for those products. They are sound food choices and meet the Children’s Food and Beverage Advertising Initiative’s Category-Specific Uniform Nutrition Criteria, as summarized in Schedule B.

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<sup>1</sup> Namely, advertising in measured media (TV, radio, print, internet). Our Commitment also applies to (a) websites and micro-sites we own or control, (b) computer games, (c) movie DVDs, (d) digital media, (e) mobile media such as cell phones and PDAs, and (f) word of mouth advertising. Our Commitment applies to EC games without determining whether they are directed to children under 12 because EC games are inherently so directed. Advertising does not include in-store communications or packaging.

### ***We Provide Healthy Lifestyle Messages for Children***

Most marketing campaigns are interactive. To the extent those campaigns engage with children, we believe it is important that they contain or model healthy lifestyle messages, such as those in support of efforts to reduce obesity among children. We will continue to provide healthy lifestyle messages in some part of our advertising to children.

Advertising supports a healthy lifestyle when it addresses a recognized need of children, either (a) to control caloric intake or increase activity level to help achieve a healthy weight or (b) with respect to positive emotional, social, or physical development. Children's attitudes affect both their development during childhood and their developing attitudes as they mature into adulthood. Children with positive attitudes and positive thinking skills are better able to resist depression and anxiety and perform better, both in and out of school. In addition, many children do not know how to construct a healthy diet or avoid over-indulging in calorie-dense but nutrient-poor foods and beverages. Finally, with a reduced commitment to physical education and activity in the nation's schools, many children are not engaging in the regular physical activity that is an essential lifelong habit to support good health.

Our children can be helped to develop healthy attitudes towards themselves, their diets, and the pursuit of physical activity with messages and information in advertising that promote the development of positive thinking or coping skills; better understanding of how to construct a healthy diet and/or avoid overindulgence; and/or positive attitudes about regular physical activity.

### **Our Use of Licensed Characters, Celebrities and Movie Tie-Ins**

When we use licensed third party characters, celebrities (including athletes) and movie tie-ins in our advertising to children, they will support sound food choices.

### **Our Practices Concerning Product Placement**

We do not actively seek to place our products in the program/editorial content of any medium primarily directed to children, for the purpose of promoting the sale of those products, or pay for such a placement. In considering placement in movies, we will not rely upon Motion Picture Association of America ratings to evaluate whether content is primarily directed to children, but will evaluate PG and PG-13 movies based upon our best judgment of the likely

audience, taking into account both in theater viewing and anticipated home viewing in such evaluations.

### **Our Use of Product in Interactive Games**

Interactive games are activities (in any format, online, disk or cartridge) in which the user is challenged to attain a score, beat a competitor, or master a level. Any interactive game primarily for use by children and provided free or at a nominal charge which includes a depiction of one of our food or beverage product varieties, or product packaging for a product variety, will depict only sound food choices.

### **Advertising in Elementary Schools**

As a formal supporter of the Guidelines for Competitive Foods under the Schools Program of the Alliance for a Healthier Generation, we have recognized that schools provide a special environment. We have chosen to limit our activity in elementary schools (pre-K through 6<sup>th</sup> grade) to (a) communicating public service messages through materials provided to foodservice personnel, school administrators, or teachers and designed for use in either classrooms or the lunchroom; (b) supporting charitable fundraising activities or other programs benefiting schools, through such efforts as our Labels for Education program; (c) providing product display materials to foodservice personnel; (d) charitable donations; and (e) providing items to administrative personnel for their personal use.

### **Information on Implementation and Measuring Message Delivery**

When we intend to communicate in our advertising to any particular group of people, such as women between the ages of 25 and 49 or children from ages 6 through 11, our agencies identify specific media outlets, such as television programming and websites, where we will be able to reach that group of people. We advertise the products discussed in this Commitment to both children and adults. The advertising itself, the tonality of the advertising, and the messages in the advertising differ based on the intended audience. Advertising is also placed in different media to reach different audiences.

For purposes of this Commitment, we will consider advertising to be primarily directed to children under 6 years of age or 12 years of age if that demographic is estimated to comprise 35 percent or more of the audience for the particular medium. Our advertising to children this year will be on television, in print publications, on the internet, on radio and on our own

websites designed for use by children. We will measure our compliance with the standards set forth in this Commitment by considering planned media impressions as reported by A.C. Nielsen, for television, print (based on total circulation), and the internet; and actual page views for our own websites.

We will consider advertising as supporting a sound food choice if qualifying product varieties or SKUs are identified and are, in fact, the only product varieties identified in the advertising or whose packaging is shown.

*Our specific undertakings in this Commitment are effective for the time period indicated above. The Commitment applies to our businesses in the United States, and may be amended at any time. Commitments effective for future time periods and any amendments to this Commitment will be submitted for consultation and acceptance to the Children's Advertising Initiative of the Council of Better Business Bureaus, Inc. Commitments are monitored by the Initiative. Notice of any amendment will be posted on [campbellsoup.com](http://campbellsoup.com) and [www.us.bbb.org/advertisers4healthykids/](http://www.us.bbb.org/advertisers4healthykids/).*