**Nestle Responsible advertising and marketing**

**Our objective**

**By 2015** – Implement a strengthened Policy on Marketing Communication to Children.

**Our progress**

We have ensured global compliance with responsible advertising and marketing standards for children since establishing our Corporate Communication Principles in 2002 and introducing the Policy on Marketing Communication to Children in 2008. We abide by external pledges including IFBA Commitments, the EU Pledge and local pledges. In 2014, 97.2% of Nestlé television advertising to children under 12 was compliant with responsible marketing policies (2013: 98.3%).

Our Marketing to Children Policy states that we do not direct marketing communciation to children under six. From December 2015 direct marketing communication to children 6 to 12 years of age can only be with products that achieve EU Pledge Nutrition Criteria or meet Nestlé Nutritional Foundation status where no criteria have been adopted under the EU Pledge criteria. Irrespective of the criteria being met, we do not direct any marketing communication for biscuits, sugar confectionery and chocolate confectionery products to children. The media channels covered by this Policy include television, radio, print, cinema, digital media, mobile, games, consumer relationship marketing, viral marketing, apps, emails/SMS, Nestlé-owned websites, movie tie-ins, promotions, contests, product sponsorship, events and sampling. With the new policy we developed a qualitative set of criteria to define the ‘appeal’ of marketing communications to children under 12.

To ensure consistent and effective implementation, detailed internal guidelines have been developed and external stakeholders are encouraged to provide feedback via our ‘Tell us’ reporting mechanism (See [Ensure that all employees and stakeholders can easily report possible compliance violations](http://www.nestle.com/csv/human-rights-compliance/compliance-violations)).

**Our perspective**

We are phasing out our marketing communications in schools, while strengthening our health and wellness education activities, particularly those that positively impact childrens’ development and support governments’ goals to increase physical activity, such as the Nestlé Milo sports development programmes.

<http://www.nestle.com/csv/nutrition/advertising-marketing>