



Children's Food & Beverage Advertising Initiative
Summary of Participants' Definitions of Advertising Primarily Directed to Children Under 12 and Policies on Not Directing Advertising to Children Under 6

Company	Children Under 6 Commitments	Children Under 12 Commitments
Burger King Corp. (Change effective Jan. 1, 2011) ¹	≥ 30% or more of audience: No advertising	≥ 30% or more of audience: Approved products only
Campbell Soup Company (Changes effective Jan. 1, 2010) ²	≥ 35% of audience: No advertising	≥ 35% of audience: Approved products only
The Coca-Cola Company (Change effective Oct. 1, 2010) ³	≥ 35% of audience: No advertising	
ConAgra Foods, Inc. (Change effective June 1, 2010) ⁴	≥ 35% of audience: No advertising	≥ 35% of audience: Approved products only
The Dannon Company (Changes effective Jan. 1, 2011) ⁵	≥ 50% of audience: No advertising	≥ 35% of audience: Approved products only
General Mills Inc. (Change effective July 2010) ⁶	≥ 35% of audience: No advertising	≥ 35% of audience: Approved products only
Hershey Company	≥ 30% of audience: No advertising	
Kellogg Company (Changes effective June 2010) ⁷	≥ 35% of audience: No advertising	≥ 35% of audience: Approved products only
Kraft Foods Global, Inc. ⁸	≥ 35% of audience: No advertising	≥ 35% of audience: Approved products only
Mars, Inc.	≥ 25% of audience: No advertising	
McDonald's USA		≥ 30% of audience: Approved products only
Nestlé USA	≥ 35% of audience: No advertising	≥ 35% of audience: Approved products only
PepsiCo, Inc. (Changes effective Aug. 2010; & Jan. 2011) ⁹	Multi-factorial standard (includes whether ≥ 35% of audience is under 6): No advertising	Multi-factorial standard (includes whether ≥ 35% of audience is under 12): Approved products only
Post Foods, LLC	≥ 35% of audience: No advertising	≥ 35% of audience: Approved products only
Sara Lee Corp.		≥ 35% of audience: Approved products only
Unilever (Change effective May 2010) ¹⁰	Multi-factorial standard: No advertising	Multi-factorial standard (includes whether ≥ 35% of audience is under 12): Approved products only

¹ Burger King Corporation added a policy to not direct advertising to children under six.
² Campbell's prior pledge commitment used a composition index to determine the viewing audience of children under 12. It adjusted its pledge to use an audience percentage instead. Campbell's pledge also codified its existing policy of not directing advertising to children under six and established a 35% audience definition standard for this group.
³ The Coca-Cola Co. revised its audience definition standard to 35% from 50%.
⁴ ConAgra Foods added a policy to not direct advertising to children under six.
⁵ Dannon added a policy to not direct advertising to children under six. For advertising directed to children under 12, Dannon reduced its audience definition standard to 35% from 50%.
⁶ General Mills reduced to 35% from 50% its standard for its no advertising directed to children under six policy.
⁷ Kellogg reduced its audience definition standard to 35% from 50% for both of its policies.
⁸ The Kraft Foods pledge now encompasses Cadbury Adams, which previously had a separate pledge.
⁹ In 2010, PepsiCo added a policy to not direct advertising to children under six, and in 2011 added the 35% audience percentage to its multi-factorial standards.
¹⁰ Unilever added a 35% audience percentage to its multi-factorial standard.