

BBB CHILDREN'S FOOD AND BEVERAGE ADVERTISING INITIATIVE: PARTICIPANTS DEFINITIONS OF ADVERTISING PRIMARILY DIRECTED TO CHILDREN UNDER 12 AND POLICIES ON NOT ADVERTISING TO CHILDREN UNDER SIX

Company	Children Under 6 Commitments	Children Under 12 Commitments
Burger King Corp. (Change effective Jan. 1, 2011)	≥ 30% or more of audience: No advertising ¹	≥ 30% or more of audience: Approved products only
Cadbury Adams ²	≥ 50% of audience: No advertising	
Campbell Soup Company (Changes effective Jan. 1, 2010)	≥ 35% of audience: ³ No advertising	≥ 35% of audience: ³ Approved products only
The Coca-Cola Company (Change effective Oct. 1, 2010)	≥ 35% of audience: No advertising ⁴	
ConAgra Foods, Inc. (Change effective June 1, 2010)	≥ 35% of audience: No advertising ⁵	≥ 35% of audience: Approved products only
The Dannon Company (Changes effective Jan. 1, 2011)	≥ 50% of audience: No advertising ⁶	≥ 35% of audience: ⁶ Approved products only
General Mills Inc. (Change effective July 2010)	≥ 35% of audience: ⁷ No advertising (television and internet)	≥ 35% of audience: Approved products only
Hershey Company	≥ 30% of audience: No advertising	
Kellogg Company (Changes effective June 2010)	≥ 35% of audience: ⁸ No advertising	≥ 35% of audience: ⁸ Approved products only
Kraft Foods Global, Inc.	≥ 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; and Jan. 2011)	Multi-factorial standard (includes whether ≥ 35% of audience is under 12): No advertising ⁹	Multi-factorial standard (includes whether ≥ 35% of audience is under 12): Approved products only
Post Foods	≥ 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)	Multi-factorial standard: No advertising	Multi-factorial standard (includes whether ≥ 35% of audience is under 12): ¹⁰ Approved products only

¹ Burger King Corporation added a policy to not direct advertising to children under six.

² Cadbury Adams was acquired by Kraft Foods and will be covered by its pledge and definition no later than January 2012.

³ Campbell's prior pledge commitment used a composition index to determine viewing audience of children under 12. It adjusted its pledge to use audience percentage instead. Campbell's also codified in its pledge its existing corporate policy of not directing advertising to children under six and established a 35% audience definition standard for this group.

⁴ The Coca-Cola Co. reduced its audience definition standard to 35% from 50%.

⁵ ConAgra Foods added a policy to not direct advertising to children under six.

⁶ 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%.

⁷ General Mills reduced to 35% from 50% its standard for its no advertising directed to children under six policy.

⁸ Kellogg reduced its audience definition standard to 35% from 50% for both of its policies.

⁹ In 2010, PepsiCo added a policy to not direct advertising to children under six, and in 2011 added 35% audience percentage to its multi-factorial standards.

¹⁰ Unilever added a 35% audience percentage to its multi-factorial standard.