



Unilever

UNILEVER GLOBAL PRINCIPLES FOR FOOD AND BEVERAGE MARKETING



December 2008

The following global Principles are applicable to all of Unilever's food and beverage marketing activities and communications.

These marketing activities and communications (hereinafter referred to as "Marketing Communications") include but are not limited to: packaging and labelling; in-store activities including closed circuit television ads; consumer, trade/sales and professional promotions and public relations materials; all forms of advertising and marketing including television, radio, internet, and direct marketing; and all other forms of communication (e.g., cartoon characters, product placements, adver gaming).

Marketing Communications must comply with all relevant laws/regulations in the local country. In addition, international, national and local self-regulatory organisations (such as national advertising associations, television network approval guidelines, etc.) which have self regulatory standards or codes of conduct must be considered.

All food and beverage Marketing Communications must be truthful and not misleading.

General Principles

In addition to existing legal requirements and obligations, Unilever will adhere to the following General Principles in all food and beverage Marketing Communications:

1. In line with Unilever's Vitality Mission, we strive to communicate more and more about the Vitality aspects of our brands and products.
2. Copy, sound, and visual presentation of food products should accurately represent any material characteristics advertised and should not mislead consumers concerning any of those characteristics.
3. Nutrition and health benefit claims should have a sound scientific basis.
4. Food and beverage Marketing Communications should not encourage or condone excess consumption and portion sizes should be appropriate to the setting portrayed and the intended consumers.
5. In Marketing Communications representing meals, the foods portrayed should be shown in the context of a balanced diet.
6. Food and beverage Marketing Communications should not undermine and where possible should encourage the promotion of healthy, balanced diets.
7. Food and beverage Marketing Communications should not undermine and where possible should encourage the promotion of a healthy, active lifestyle.
8. Food products not intended to be substitutes for meals should not be represented as such.

Additional Principles for Food and Beverage Marketing Communications Directed to Children

The General Principles apply to all Marketing Communications, including those directed at children. Given the limited ability of children to understand marketing messages, Unilever will also adhere to the following Children's Principles:

1. Marketing Communications should not mislead about potential benefits from the consumption of a product, such as status or popularity with peers, sports success, and intelligence.
2. Marketing Communications should not include any direct appeal to children to persuade their parents or other adults to buy advertised products for them.
3. Marketing Communications directed toward children should not create a sense of urgency, or price minimisation, for example, by using the words like "now" and "only".
4. While fantasy, including animation, is appropriate in Marketing Communications with children, care should be taken not to exploit a child's imagination in a way that can encourage poor dietary habits.
5. Products derived from or associated with program content primarily directed to children should not be advertised during or adjacent to that program.
6. Broadcast or print media personalities (live or animated) should not be used to sell products, premiums or services in a way that obscures the distinction between program or editorial content and commercial promotion. For example, commercials or advertisements featuring characters from programs or publications primarily directed to children should not be adjacent to programs or articles in which the same personality or character appears.
7. Food product Marketing Communications should support the role of parents and other appropriate adult role models by providing guidance on the nutritional profile of products.
8. Other than packaging/labelling and the following point of sale materials: (i) materials affixed to and/or holding product, and (ii) those containing basic product descriptions, no Marketing Communications will be directed primarily to children who are younger than six (6) years of age. This does not apply to packaging/labelling and the limited, named point of sale materials, because these items are primarily influential to the consumer at the point of purchase, when adults accompany very young children and make final purchasing decisions.
9. Furthermore, no Marketing Communications, other than packaging/labelling and the following point of sale materials: (i) materials affixed to and/or holding product; (ii) those containing basic product descriptions, will be directed to children between the ages of 6 through 11, except for those products that meet the benchmarks as set out in our internal Nutrition Enhancement Programme or meet the criteria for externally validated labelling initiatives such as the Choices Programme or the "Eat Smart-Drink Smart" logo in the countries in which they exist.



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