



THE RESPONSIBLE CHILDREN'S MARKETING INITIATIVE

COMPANY ACTION PLAN

COMPANY NAME

Mars Snackfood Australia

DESCRIPTION OF CORE BUSINESS

Mars, is one of Australia's leading consumer brands companies, supplying local and export customers with high quality Food, Petcare, Sugar and Snackfood products. Our business in Australia began when we commenced selling the MARS® bar here in 1954. Our first factory was built in 1967, and since then we have grown significantly. We now have seven manufacturing sites across Australia and employ more than 2,500 associates. Producing many of the top brands – Mars®, Dove®, Maltesers® and M&M's®; Petcare – Pedigree®, My Dog®, Dine® and Whiskas®; Food – Dolmio®, Uncle Ben's® and Masterfoods®, Doublemint®, Wrigley's Spearmint®, Juicy Fruit®, Orbit®, Extra®, Airwaves®, Eclipse®, Hubba Bubba®.

STATEMENT OF COMPANY COMMITMENT

Mars has a long history of marketing our products responsibly to all consumers including children.

In order to better reflect our corporate values and principles and to address the reality of the marketing environment as well as our consumers' views of our marketing activities we have developed our own Global Marketing Code.

The Mars Inc Marketing Code can be found at www.mars.com.

Mars Inc was also one of the one of the seven signatories who signed up to the World Health Organisations Global Commitment to Action on the Global Strategy on Diet, Physical Activity and Health in May 2008.

At Mars, while we believe that while parents and appropriate other adults have the primary role in guiding the food and beverage choices and consumption of children we feel that marketing should reflect balance and moderation in consumption and wherever possible advocate exercise.

Mars complies as a minimum, with all national legislation and is committed to abide by all self regulatory codes and the requirements of all adjudication of those codes.

CORE PRINCIPLES

Mars will meet each of the core principles outlined in the Australian Responsible Children's Marketing Initiative by the following specific standards in marketing activity and communication and additionally the Mars Inc Marketing Code.

We believe in healthy eating and pride ourselves on the high quality of our products. Based on sound scientific knowledge, we know that they can form part of a healthy and enjoyable diet for consumers of all ages.

- Our communications will not undermine the pursuit of a healthy, balanced diet and active lifestyle.
- Our communications will not encourage or condone excessive consumption of any food or drink.
- Our communications will not promote compulsive snacking.
- We will not associate our products with people who are excessively underweight or overweight.
- We will not use a celebrity in a way that might mislead consumers about the benefits of our brands.
- We endorse initiatives to encourage active lifestyles including the sponsoring of sports events.
- In regards to marketing to children:
 - We will direct our marketing communications to adults who make household purchasing decisions (gatekeepers) and young people 12 and over, both in terms of advertising content and media purchasing.
 - We will not direct marketing communications for our food and Snackfood products primarily to children under 12, both in terms of advertising content and media purchasing.
 - Our marketing communications on food and Snackfood products of interest to children under 12 will aim to allow gatekeepers to make informed choices about whether our products are appropriate for the children in their care.

- Licensees must direct marketing communications in which our brands or logos appear primarily to adults, gatekeepers and consumers 12 and over.
- We will not conduct research to determine whether particular communication techniques appeal to or target children under 12.
- We will continue to use our M&M'S® Characters. Their actions and speech are intended for an over 12 year old audience. We will continue to emphasise the M&M'S Characters' mature personalities and adult characteristics (voices, humor, mannerisms), and to focus our marketing communications on gatekeepers.

MARS ADVERTISING MESSAGING

Mars is committed to advertising its products in a manner consistent with the principles which guide us in all aspects of our business. The media environment is becoming more and more complex, with more choices of content than ever before for consumers. Our goal in our advertising is to identify media vehicles that allow us to reach our intended audiences, in accordance with our Marketing Code and these guidelines. The responsibility for programming or media content does not and should not lie with the advertiser. It is not, and should not be, the advertiser's role to dictate content standards or to exercise editorial control. However, it is the advertiser's right to make judgments about the suitability and appropriateness of programming or media content as an advertising vehicle for our products.

Consequently, as a general rule, advertising for our products should not be depicted or placed in programs or media involving:

1. Ethnic, racial, religious or sexual stereotyping or ridicule.
2. Depictions of gratuitous or excessive violence, brutality, cruelty or suffering to people or animals.
3. Explicit sexual behaviour or inappropriate sexual suggestiveness or innuendo.
4. Endorsement of unethical, self-destructive or anti-social behaviour or values, e.g., drug or alcohol abuse.
5. Endorsement of excessive or compulsive consumption of foods or beverages.
6. Situations antithetical to the Five Principles of Mars, Inc., or to basic common sense.

We recognise that content with a historical, social, humorous or satirical nature may touch on provocative themes but may nevertheless be an appropriate vehicle for our advertising.

The handling of controversial subjects calls for particular sensitivity and consideration. When serious treatment of controversial subjects is handled properly, in a factually accurate, fair and balanced manner, the media can perform a constructive societal role which should be encouraged. However, advertising for Mars, Inc. products should not be scheduled during programs or media in which the handling of controversial subjects becomes inflammatory, unbalanced or unfactual, which depends on the exploitation of private grief or misfortune, or which is inconsistent with the core values or our Company and our brands.

PORTRAYAL OF CHILDREN UNDER 12 YEARS OLD IN OUR MARKETING COMMUNICATIONS

- a.** We will not show children under 12 consuming our Snackfood products. We may show children under 12 in our marketing communications if relevant to the marketing message, *e.g.*, depiction of a family situation or activity. In such situations, a gatekeeper must always be shown controlling access to a food product.
- b.** We will not portray physically inactive children, *e.g.*, just watching TV or playing computer games.
- c.** Children under 12 shown on packs, in POS material, etc., should not appear to be acting as a spokesperson for the product.

USE OF POPULAR PERSONALITIES CHARACTERS

- a.** Mars will not use a celebrity, program character or licensed animated character intended to appeal primarily to children under 12 in any marketing communication to promote our Snackfood products, consistent with the Australian Responsible Children's Marketing Initiative, our global Marketing Code and the WHO Global Commitment.
- b.** We will continue to use our M&M'S® Characters. Their actions and speech are intended for an over 12 year-old audience. We will continue to emphasise the M&M'S Characters' mature personalities and adult characteristics (voices, humour, and mannerisms).
- c.** We will no longer use third party, licensed and other characters that were primarily intended for an under 12 year-old audience in our marketing communications.
- d.** Non-food promotional products depicting characters or other brand names or logos designed for children under 12 and are intended to be purchased by gatekeepers, will not encourage consumption of any food or drink and will not be specifically designed for use solely in schools.

e. When we license our brand names or logos to third parties, we will require that any non-food promotional products carrying our brand characters or other brand names or logos and designed for children under 12 will not encourage excessive consumption of any food or drink and will not be specifically designed for use in schools.

f. We will not advertise in or sponsor films or media programming where the intended audience is primarily children under 12. For television, when the broadcasters' audience assessment at the time of the media buy indicates that **more than 25% of the audience is composed of viewers under 12, they** will be deemed to be the primary audience. For film, we will apply regional rating systems as an initial screen to define which films are rated for an audience below the age of

g. We will not undertake product placement in films or media programming where children under 12 are the primary intended audience.

PROMOTIONS

We take great care to ensure that all of our own promotional activities comply with this Code and we encourage our retail customers and promotional partners to respect and adhere to it when promoting our products. There may be circumstances, however, where retail customers and others use our products in promotional activities in which we are not involved and over which we have no control.

a. We will not design or participate in promotions intended primarily for children under 12.

b. We will not design joint promotions with third party products intended primarily for children under 12.

c. Third party products used in joint promotions should be appropriate for the same consumers as the Mars products offered.

d. We will not promote activities, recipes or games that encourage excessive consumption

e. We will not participate in joint promotions involving "supersize" third party products.

f. In promotions involving third party products intended to be consumed by one individual, we will include only standard size products or products intended for sharing. No promotion should encourage excessive consumption.

- g.** Whenever we undertake a promotion involving a brand owned by another company, we will ensure that the third party brand is consistent with the Marketing Code.
- h.** When our products are offered with drinks consumers should be offered a choice of drinks.
- i.** We will not engage in any joint promotions which offer incentives for physical inactivity.
- j.** We will continue to market branded non-food promotional products (e.g., using our M&M'S Characters) that are designed for purchase by adults for children and that are not specifically designed for use in school. We will not design or sell merchandise exclusively for use in primary schools.
- k.** Text and internet promotions will not be open to participants under the age of 12.

THEMES & EVENTS RELEVANT TO CHILDREN UNDER 12

- a.** Our marketing communications around themes and events which are relevant to children will be only directed to gatekeepers.
- b.** We will not use incentives and/or give-aways linked to educational themes and events intended solely for children under 12.
- c.** Online games are intended to appeal to consumers 12 and older, including teens and women.
- d.** We will not engage in joint promotions / partnerships linked to themes and events where our logos would be used on material intended solely for children under 12.

SCIENTIFIC OR GOVERNMENT STANDARDS

In adhering to the Responsible Children's Marketing Initiative and the Mars Code, the overall outcome is that no Mars products will be advertised to children under 12. That means we will not advertise our products in any media where the audience is predominantly children and/or having regard to the theme, visuals, and language used are directed primarily to children.

MEDIA

Mars will apply these principles to paid communication produced directly or on our behalf to promote our products or influence the behaviour of children. It specifically includes television, radio, print, cinema, outdoor, telephony and internet sites where the audience is predominantly children, as defined by media measurement, market assessment or local authorities and/or having regard to the theme, visuals, and language used are directed primarily to children under 12 years.

We will proactively monitor our compliance with this media placement and require our agencies to do the same and report to our most senior management bi-annually or more frequently if needed.

DIGITAL MEDIA

- a.** Users of Mars branded websites will be informed as to the commercial nature of the website and the activities it contains.
- b.** Marketing and promotions (including participation in sweepstakes or contests) for Mars products on branded websites selling products will not be targeted to children under 12.
- c.** Mars Snackfood websites will include links to nutrition information and healthy lifestyle messages.
- d.** We will adopt age-screening techniques to assure that we are collecting personal information from our intended audience, as required by law.
- e.** We will not offer points, stamps or other incentives to children under 12 for watching our TV commercials online.
- f.** We will not require a purchase to access special rewards such as games or product related merchandise via our website.
- g.** We will use age-screening techniques to ensure that only young people above 12 can download branded wallpaper, screensavers or other leave behind material from websites appealing to younger audiences.
- h.** We will use blogs and forums responsibly on our branded websites to facilitate interaction between consumers.
- i.** "Forward to a friend" branded text messages, images or promotions via internet or mobile phones will be aimed at adults and/or consumers 12 and older.

MARKETING COMMUNICATIONS IN SCHOOLS AND COMMUNITY INSTITUTIONS , INCLUDING FOR FUNDRAISING PURPOSES

- a. We will not place vending machines offering our core Snackfood products in primary schools (Kindergarten to Grade 6 Australia).
- b. In schools attended by children of all ages, we will not place vending machines in locations intended primarily for the use of primary school children.
- c. We will cease to offer branded educational materials for use in schools by children under 12 after January 1, 2009.
- d. We will continue to donate funds or products to schools and community institutions where the school/institution has specifically requested this support in writing.
- e. We will continue to engage in activities aimed at children regarding nutrition, health or physical exercise, in cooperation with government and/or other recognised authorities.
- f. We will not sponsor sports events in primary schools.

COMPLIANCE AND COMPLAINTS

Mars will ensure that the responsibility for compliance with their own guidelines and policies, local regulation and these core principles is at the most senior management of the company in Australia.

Mars agrees to abide by any decision or ruling made by the appointed arbiter in relation to the execution of this initiative.

REPORTING

We will provide an overall report of our marketing activity and communication against this plan on an annual basis; due by the end of February each year.