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THE RESPONSIBLE CHILDREN'S MARKETING INITIATIVE COMPANY ACTION PLAN

COMPANY NAME: Unilever Australia Limited

DESCRIPTION OF CORE BUSINESS: Manufacturer and marketer of food, household and personal care products.

STATEMENT OF COMPANY COMMITMENT:

In 2003, Unilever was one of the first companies to apply our own principles to the marketing and advertising of all of our food and beverage products. For more details, visit our [website](#).

In addition to these general principles, we also adhere to additional principles on the responsible marketing and advertising of foods and refreshments to children. In February 2020, we updated our industry-leading commitments, full details of which can be found [here](#).

CORE PRINCIPLES:

We will meet each of the core principles outlined in the Responsible Children's Marketing Initiative by:

Distinction between Marketing Communications & Point of Sale Communications

Marketing Communications refers to television & radio advertising, all forms of social media & digital advertising, apps, online games, direct marketing, PR materials & other forms of communication. Point of Sale Communications refers to in-store displays, range cards, freezers, labelling, packaging & the product itself. These Point of Sale Communications should support the role of parents, carers & other appropriate adult role models in making an informed, responsible choice.

Media & Audience composition

We will not direct any Marketing Communications to children aged under 12. For television and other measured media, this includes no Marketing Communications where children aged under 12 represents over 25% of the audience. This is a significant decrease in children's audience representation from 35% to 25%. For digital platforms, this includes no Marketing communications directed to children under the age of 13, and we will consider the target demographic based on the media plan in line with digital platform policies. We will not direct any Marketing or Point of Sale Communications to children under the age of 6.

Kids Movies, TV programmes, interactive games & product placement

We will not advertise in or sponsor films where the intended audience is primarily children aged under 12. Additionally, we will not promote the sale of products in the content of a programme directed to children aged under 12. The creative execution of Marketing Communications should not be designed to be directed to children aged under 12, which includes the overall impression of the advertising.

Influencers & social media



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We will not use influencers who are under the age of 12 (i.e. third party endorses such as celebrities, disruptors, social media stars, subject matter experts and editors/journalists etc.). We will also not use influencers who primarily appeal to children aged under 12.

Age of children portrayed & parents/care-givers role

We will not show children aged under 12 in our Marketing Communications, unless it is in relation to products meeting Unilever's Nutrition Standards or if it is relevant to the marketing message e.g. family situation or activity. Unilever will shift communications to parents, as we believe parents/caregivers should be the decision maker when it comes to their kids having a treat.

Use of popular personalities, licensed characters & age of creative appeal

We will not use (licensed) cartoon characters or brand-equity characters primarily appealing to children aged under 12 in our Marketing Communication. We will use characters in our Point of Sale Communications primarily appealing to children aged under 12 but only in association with products which meet our [Highest Nutrition Standards](#).

Unilever's Nutritional Standards

All kids ice cream will adhere to Unilever's Global Nutritional Standards. This means the composition of our kids ice cream & ice blocks is capped at 12 grams or less of sugar per serve. Kilocalories & saturated fat are also limited, capped at a maximum of 110 kcal & 3 grams saturated fat per serve.

Gifts, toys, giveaways & sales promotions

We will not offer toys, gifts, giveaways appealing to children under 12, in our Marketing Communications. Gifts, toys & giveaways primarily appealing to children aged under 12 may only be offered in Point of Sale Communications for kids' products meeting our Unilever Nutritional Standards.

Advertising & presence in schools

We will not promote our brands or products in primary or secondary schools. This does not include cabinets, displays, charitable fundraising activities, public service messaging, or communications directed to school administrators. Where specifically requested by or agreed with the relevant health or education body & the school administration, Unilever may participate in campaigns for educational purposes with branding levels agreed with the education body to ensure transparency. This only applies to kids' products meeting [Unilever's Nutritional Standards](#).

Scientific or government standards

All products made for kids will adhere to [Unilever's Nutritional Standards](#). In addition, for our kids' ice cream range, we cap the total sugar level to 12 grams or less per portion and will continue to contain 110 kilocalories or less per portion.

Compliance & complaints

We agree to abide by any decision or ruling made by the appointed arbiter in relation to the execution of this plan.