



Sept. 18, 2015

International Beverage Association Enhances Guidelines on Marketing to Children

Today the International Council of Beverages Associations (ICBA) released the following statement on its decision to enhance its guidelines on marketing to children:

ICBA members have enhanced their guidelines on marketing to children. The new guidelines say that there will be no marketing communications where 35 percent or more of the audience consists of children under the age of 12. This commitment enhances a groundbreaking decision by ICBA in 2008 covering marketing communications where 50 percent or more of the audience is children under the age of 12. In addition, under the enhanced guidelines, members agree not to engage in marketing communications to children in primary schools.

The *ICBA Guidelines on Marketing to Children*, implemented voluntarily by ICBA members' companies, have helped transform the landscape of children's advertising, ensuring parents and caregivers are better able to determine what is appropriate for their children to have. With this step, beverage companies recognize that more care must be taken to restrict advertising to children.

The *2015 ICBA Guidelines on Marketing to Children* apply to: all non-alcoholic beverages including soft drinks, sports drinks, energy drinks, flavored and/or enhanced waters, ready-to-drink teas and coffees. This commitment does not apply to: plain water (mineral, source, purified, sparkling, and/or still), fruit or vegetable juice, and dairy-based beverages, as countries have varying standards to define these categories.

Marketing communications means paid advertising or commercial sales messages for covered beverage products, including marketing communications that use licensed characters, celebrities, and movie tie-ins. This commitment covers TV, radio, print, cinema, online (including company-owned websites and company-controlled content in social media), DVD, direct marketing, product placement, interactive games, outdoor marketing, and mobile and SMS marketing.

ICBA members are transitioning to these new Guidelines in 2015, and will ensure they are consistently applied on a global level no later than Dec. 31, 2016.

For a complete copy of the enhanced Guidelines, please click [here](#).

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The International Council of Beverages Associations (ICBA) is an international nongovernmental organization established in 1995 that represents the interests of the worldwide non-alcoholic beverage industry. The members of ICBA include national and regional beverage associations, as well as international beverage companies that operate in more than 200 countries and territories and produce, distribute, and sell a variety of non-alcoholic sparkling and still beverages, including soft drinks, sports

drinks, energy drinks, bottled waters, flavored and/or enhanced waters, ready-to-drink teas and coffees, 100% fruit or vegetable juices, nectars and juice drinks, and dairy-based beverages. For more information on ICBA, please visit www.icba-net.org or call Kate Loatman at (202) 321-3085.