



From the recognition and respect for the role of parents and guardians as decision makers on what is appropriate for the consumption of children, the Brazilian Association of Soft Drinks and Non-Alcoholic Beverages Industries (ABIR) stated a commitment about marketing and advertising for children.

ABIR members agreed to not have any marketing communications in the media in which the audience of 35%, or more, is of children under 12 years old. Members are further committed to not do marketing communications in schools with children under 12 years old, except when agreed or requested by the school administration for educational or sporting purposes.

This commitment applies to non-alcoholic beverages such as soft drinks, nectars, sports drinks, energy drinks, flavored waters, ready-to-drink teas and coffees. These guidelines do not apply to pure water (mineral, source, purified, with or without gas), fruit or vegetable juices and milk-based beverages.

Marketing communications are considered to be any paid advertisement or commercial and product sales messages aimed at children, including those with the use of licensed characters, celebrities and films. The use of trademark characters is excluded from this commitment.

These guidelines cover air and cable television, radio, newspapers, film, online advertisement (including websites and company-controlled content on social media), DVDs, direct marketing, product placement, interactive games, outdoor marketing and mobile marketing and SMS. Some marketing pieces that are not under the direct control of the brand owner, such as point-of-sale packaging, or marketing communications with user-generated content, are not covered by this commitment.

ABIR is committed to working along with its members and other public and private entities involved in this debate to ensure the implementation of these guidelines. Reports will be published to demonstrate members compliance with the commitment. It should be noted that some members of the Association already have their own marketing policies for children.