

Pr

Nestlé Consumer Communication Principles



Nestlé

Issuing Function

Strategic Business Units, Marketing and Sales
Corporate Communication

Author/issuing department

Marketing and Consumer Communication
Public Affairs

**Related Group Principles / Policies,
Standards or Guidelines**

The Nestlé Corporate Business Principles
The Nestlé Consumer Data Collection Guidelines
Nestlé Marketing Communication to Children Policy

Replaces

Nestlé Consumer Communication Principles issued 2007

Repository

All Nestlé Principles and Policies, Standards and
Guidelines can be found in the Centre online repository at:
<http://intranet.nestle.com/nestledocs>

Approver

Nestlé Executive Board
Paul Bulcke, Chief Executive Officer

Date of publication

February 2011

Copyright and confidentiality

The content of this document may not be reproduced, distributed
or disclosed to third parties without proper authorization. All rights
belong to Nestec Ltd., Vevey, Switzerland.
© 2011, Nestec Ltd.

Nestlé Consumer Communication Principles

At Nestlé, our aim is to create value that can be sustained over the long term by offering consumers a wide variety of tastier and healthier food and beverage choices.

The way we market our products is equally important. While we believe that consumer communication such as advertising helps consumers exercise an informed choice, we also believe its practice must follow certain principles to ensure we gain and maintain consumers' trust in our brands and our company.

Consumer communication is a two-way matter. The increasing importance of internet and digital media, such as social networks and mobile communication, has changed forever the way we engage with consumers and consumers engage with us. In addition, consumers' expectations regarding our commitment to social issues, such as fighting childhood obesity and reducing the impact on the environment, are higher than ever.

In this context, Nestlé must demonstrate a responsible and careful management of our consumer communication, both at brand and corporate level. The Nestlé Communication Principles have been defined as the highest standard on which all marketing and communication to consumers must be based.



Paul Bulcke
Chief Executive Officer

Communication to all consumers

- All representation including text, sound and visual should accurately represent the product, including taste, size and content.
- Health benefit claims must have a sound scientific basis, comply with applicable legislation and regulations, and be easily understood by consumers.
- Nutrient content information, including fortification and nutrition claims, must be made in a way that accurately reflects the nutrition composition of the product, and comply with applicable legislation and regulations. Specific claims/propositions on packaging must reflect local legislation.
- Food advertising should depict moderation in food consumption, including moderate portion sizes (i.e. not excessive, but sensible), with portion sizes appropriate to the target audience and social context.
- Wherever possible and appropriate, food and drink advertising should depict an active, rather than sedentary, life style.
- Products that form only part of a meal should clearly be depicted as such.
- Unless a snack food or beverage has been nutritionally designed as a meal replacement, it should not be portrayed as such. Snacks and confectionery bars should be promoted in a manner that does not suggest that they replace a meal.
- Environmental impact and social benefit claims must have a substantiated scientific basis, comply with applicable legislation and regulations, and be easily understood by consumers.
- The content of consumer communications must reflect good taste and social responsibility in accordance with each country's laws and regulations and voluntary codes and standards. Although standards will vary from country to country, it must not display vulgarity, bad manners and offensive behavior and there must never be an intention to shock or offend.
- Advertising content must not depict attitudes that are discriminatory or offensive to religious, ethnic, political, cultural or social groups.
- Advertising should avoid exploiting media events that could be in bad taste.
- Advertising should never exploit the misfortunes of others.
- Consumer communications must show the consumption of products in a safe way, and not depict persons engaged in dangerous activity.
- Advertising should not name competitors directly, portray competitive products inaccurately, nor denigrate them.
- It is against Nestlé principles to sponsor or place advertising in television and radio programmes, or magazines and websites whose strategy for attracting viewers or readers relies on exploiting violence or sex, or encouraging offensive behavior to others.
- When collecting consumer data Nestlé complies with applicable privacy legislation and regulations, and applies Nestlé standards where specific regulation is not yet in place. The "Nestlé Data Collection Guidelines" also include specific guidance on data collection from children.

Children as consumers

In addition to the above principles for all consumers, Nestlé has developed the following principles for communication specifically aimed at children. By “children” in general we mean those under 12 years, but definitions may vary from country to country.

Nestlé must at all times be diligent in applying these principles, and use common sense and good judgment to interpret them appropriately for each country.

- No advertising or marketing activity may be directed at children under 6.
- Advertising for children from 6 to 12 is to be restricted to products with a nutritional profile which helps children achieve a healthy, balanced diet, including clear limits for such ingredients as sugar, salt and fat.
- Sampling and promotional activities of products with the above criteria in schools and at events will be done only with the prior agreement and consent of the school administration and event organisers. It should comply with applicable legislation or regulations, and should be accompanied by educational nutritional messages.
- Food and beverage products advertised to children must be appropriate for the specific age range portrayed in the advertisement.
- Advertising should not mislead about potential benefits from the use of the product. Such potential benefits may include, but are not limited to, status or popularity with peers, physical growth, strength or proficiency.
- Our communication must not undermine the authority of parents. Children shown in our communication should not be seen urging parents or others to buy products.
- Advertising directed to children should not create a sense of urgency and imply exclusivity or price minimization, for example, by using words like “now” and “only”.
- Advertising should not portray or encourage behaviour intended to shock or create anxiety in children, including use of violence or sexual innuendo.
- Fantasy, including animation, is appropriate for younger as well as older children. However, it should not create difficulty in distinguishing between the real and the imaginary.
- Products developed from or associated with programme content primarily directed to children should not be advertised during or adjacent to that programme.
- Programme personalities, live or animated, should not be used to sell products, premiums, or services in or adjacent to programmes primarily directed to children in which the same personality or character appears. In the same way, a character or personality associated with the editorial content of a print publication should not be used to sell products, premiums, or services in the same publication.

Consumers, diet and physical activity

Nestlé believes that individual responsibility and freedom of choice are basic human rights. However, we have a responsibility to help build awareness of how people can exercise control over what they eat and drink – to ensure that they enjoy a balanced diet.

Nestlé considers that proper nutrition and adequate physical activity are integral to maintaining good health.

Nestlé develops, produces and markets a wide range of foods and beverages. These products satisfy many consumer needs: nutrient content, variety, pleasure and convenience. Every food and beverage has a role to play in contributing to the consumers' achievement of a balanced, healthy diet and overall well-being.

Nestlé will provide consumers with helpful, understandable and relevant information about the nutritional and health benefits of its products. We will create or make use of the opportunities for nutritional education – including the role of regular exercise, a balanced diet and moderation in food consumption.

Nestlé will not use either extremely thin or obese people as role models in its communication.

Nestlé will encourage and preferably sponsor events that involve people – and especially growing children – in healthy, energetic pursuits and lifestyle, with nutrition playing a positive role.

