

Unilever to stop marketing food and beverages to under-16s

From 1 January 2023, consumer goods giant Unilever will stop marketing food and beverages to children under the age of 16 years old, across both traditional media and social media. The global move comes in response to ongoing scrutiny around the manner in which food producers advertise products high in fat, sugar and salt to young people.



Source: Supplied

Currently, in most countries in the world, the food and beverage industry restricts marketing to children under 13 years old.

Unilever's enhanced global marketing principles, include:

- Not targeting children under 16 years old with any marketing or social media communications.
- Not collecting or storing data on children under 16.
- Not using influencers, celebrities or social media stars who are under the age of 16 or primarily appeal to children under the age of 16.
- Providing clear and prominent disclosure of provisions to influencers and limiting child appeal to influencer content.
- Continuing to refrain from promoting our brands or products in schools, with the exception of participation in educational campaigns, when specifically requested.

The principles will apply across Unilever's food and refreshment portfolio. The deadline for brands to comply with these further enhanced principles is January 2023.

Influencing kids' choices

Matt Close, resident ice cream, Unilever said: "Recognising the power that social media and influencer marketing can have on children's choices, we believe it's important to raise the bar on responsible marketing to a minimum age of 16 years old across both traditional and social media.

“By making these changes, our goal is to continue to reduce children’s exposure to advertising from the food and beverage industry, and instead support parents to select appropriate treats, to be enjoyed from time to time.”



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Giuliana Dias 8 Jul 2021



In 2003, Unilever was one of the first companies to apply specific measures for the marketing of its food and refreshment products to children. The last major update was in 2020, when Unilever announced it will stop marketing and advertising foods and refreshments to children under the age of 12 in traditional media, and under the age of 13 via social media channels.

Unilever pointed out that its marketing and point of sale communications comply with all relevant country laws and regulations, as well as self-regulatory codes.

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