

NOTE

From the PAOS code, Spain

VII. Support and promotion through characters and programmes

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- In advertising aimed at children under 12 years of age, those characters particularly close to this audience such as, for instance, presenters of children's programmes, characters – real or fictitious – from films or TV series, or others, shall not take part or appear on them. Nevertheless, food and soft drink advertisements directed to children under 12 years of age, may show images which reproduce scenes from certain children's programmes, films or series while they bear a direct relation to the promotion being carried out (for example, a gift of a DVD from a children's programme for the purchase of a particular food product or soft drinks)
- However, when reproducing such scenes, no reference can be made, whether directly or indirectly, to the product being promoted, nor can it appear on the screen. Once these scenes are finished, and with a clearly defined separation, the advertised product can be shown and information about its characteristics can be provided, however never using the image or the voice of the characters from the mentioned programmes, spaces or films
- Nonetheless, fictional characters which have been especially created for advertising purposes related to the product being promoted and which, consequently, are known by child audiences exclusively as a result of the character's participation in the advertising of the product, may be shown (Art. 14.1 first three bullet points)
- Advertising of food products or soft drinks directed to children under 12 years of age shall not feature famous characters or those well known by the general public and who enjoy a high degree of popularity among child audiences (Art. 14.2)
- Without prejudice to the above mentioned, in any case, real or fictitious persons or characters who enjoy a high degree of popularity among child audiences may take part in public health and educational campaigns sponsored or promoted by food product companies with the specific aim of promoting healthy eating habits and physical exercise among children. In these public health or educational campaigns there may appear a particular reference to the name or logo of the company sponsoring or promoting said campaign (Art. 14.3)
- Tele-promotions of food products or soft drinks shall not be made during programmes directed to children under 12. This is in order to prevent the exploitation of the special trust which children have in the presenters or fictional characters taking part in said programmes through this type of advertising, and to prevent children from confusing or not clearly distinguishing advertising content from editorials and programmes.  
In spite of the above, presenters or fictional characters who take part in children's programmes may appear on these programmes, in clearly differentiated public health or educational spots or "moments", with the specific aim of promoting healthy eating habits and physical education among children. In these educational or public health spots, a special reference may be made to the name or the logo of the company promoting and paying for the campaign

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