

## EXPLANATORY NOTE

These are the formatting requirements for the Warning Messages that must appear in Brazilian alcohol advertising. Full information can be found on the Wikiregs website or from the Code itself:

<http://www.conar.org.br/>

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### RESPONSIBILITY MESSAGING/ 'WARNING CLAUSES'

BEBA COM MODERAÇÃO  
Drink with caution/ in moderation

A VENDA E O CONSUMO DE BEBIDA ALCOÓLICA SÃO PROIBIDOS PARA MENORES  
Alcoholic beverages may not be sold to minors

ESTE PRODUTO É DESTINADO A ADULTOS  
This product is intended for adults

EVITE O CONSUMO EXCESSIVO DE ÁLCOOL  
Avoid excessive consumption

NÃO EXAGERE NO CONSUMO  
Don't overdo consumption

QUEM BEBE MENOS, SE DIVERTE MAIS  
The less you drink the more fun you have

SE FOR DIRIGIR NÃO BEBA  
If you're driving, don't drink

SERVIR BEBIDA ALCOÓLICA A MENOR DE 18 É CRIME  
Serving alcoholic beverages to minors under 18 is a crime

- The sentences above do not exclude others that may meet the purpose and are able to reflect social responsibility of advertising (from the Self-Regulatory Code, Resolution 3/08)
- Warning messages must be 'written legibly and prominently, shall be used sequentially either simultaneously or on a rotating basis, and in the latter case varying at most every five months' (Art. 3, Law 9.294)
- These messages apply to all alcoholic drink categories, except that in the case of beer the following applies: "Beer is an alcoholic beverage. Sale and consumption is prohibited to minors."

### Exceptions

The following ads, provided that they have no product consumption appeal, are released from the mandatory insertion of the warning clause:

- a. Static advertisement in stadium, samba stadium (sambódromos), gymnasium and other sports arenas, when only the product, brand and slogan are identified;

- b. The mere expression of brand, slogan or exhibition of the product that uses competition means as support;
- c. Calls of sponsored programs in radio and TV, including pay TV, including characterizations of sponsorship of such shows;
- d. Rocket lines\*, vignettes and similar. \* These are best described as 'brand sound bites'.

From article 7 of Exhibit A, and 6 of Exhibits P and T of the Brazilian Code of Advertising Self-Regulation

**1.1. Radio** – any of such messages shall be broadcast during a time fraction sufficient for their slow and understandable locution.

**1.2. TV, including Pay TV and Cinema** - whatever the support used for the ad may be, such warning shall be broadcast in audio and video during a time fraction corresponding, at least, to one tenth of the duration of the advertising message. The following format will be used: single screen with blue background and block white letters so as to permit perfect legibility and visibility, remaining immovable in the video or screen. The screen shall comply with the RTV filming template, in the standard size of 36.5 cm x 27 cm (thirty-six and a half centimetres x twenty-seven centimetres); the characters shall be 48 Univers font, medium variation, uppercase. Locution shall be only of the selected sentence.

Note: Other alternative formats may be considered, provided that they meet the purpose of orienting the public and are in conformity with item 2 of this Resolution.

**1.3. Newspaper** - a white background rectangle will be inserted, framed by an internal line, with black 65 bold Univers font, uppercase, in the following dimensions:

Standard size newspaper\*

<u>Advertisement</u>	<u>Warning clause</u>
1 page	Font size 36
½ page	Font size 24
¼ page	Font size 12

Tabloid size newspaper\*

1 page	Font size 24
½ page	Font size 15
¼ page	Font size 12

Note: Other alternative formats may be considered, provided that they meet the purpose of orienting the public and are in conformity with item 2 of this Resolution.

(\*) Any sizes not specified herein will be calculated proportionally, based on the definition for ¼ of page.

**1.4. Magazine** - a white background rectangle will be inserted, framed by an internal line, with black 65 bold Univers font, uppercase, in the following dimensions:

<u>Advertisement*</u>	<u>Warning Clause</u>
Double page/ single page	Font size 18
½ page	Font size 12
¼ page	Font size 6

Note: Other alternative formats may be considered, provided that they meet the purpose of orienting the public and are in conformity with item 2 of this Resolution.

(\*) Any sizes not specified herein will be calculated proportionally, based on the definition for ¼ of page

**1.5. Outdoor media and similar** – whatever the supports used for the advertisement may be, a white background rectangle will be inserted, framed by an internal line, with black 65 bold Univers font, uppercase, in the following dimensions:

<u>Advertisement*</u>	<u>Warning Clause</u>
0 to 250 cm2	Font size: 16
251 to 500 cm2	Font size: 20
501 to 1000 cm2	Font size: 24
1001 to 1500 cm2	Font size: 26
1501 to 2000 cm2	Font size: 30
2001 to 3000 cm2	Font size: 36
3001 to 4000 cm2	Font size: 40
4001 to 5000 cm2	Font size: 48

Note: Other alternative formats may be considered, provided that they meet the purpose of orienting the public and are in conformity with item 2 of this Resolution.

(\*) Any sizes not specified herein will be calculated in proportion based on the definition for 500 cm2.

**1.6. Internet** – the warning shall integrate the advertisement, whatever the adopted manner may be.

**1.7. Posters, banners and panels of sales points** - further to the “warning clause” of moderation, mentioned in item 5 of Exhibit “A”, the following sentence shall also be included, in a legible manner, in colors that contrast with the background of the ad:

“SALE AND CONSUMPTION PROHIBITED TO MINORS OF 18”.

Note: Provision contained in Article 81, II, of the Children and Adolescents Act.

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2. In the construction of the recommendations provided in Exhibit "A" and in this Resolution, either for purposes of creation, production and broadcasting of the ad or in the judgment of an ethical offense due to non-compliance, there shall be taken into account:

- a. The content of the ad;
- b. The communication means being used;
- c. The intent to permit perfect communication of the "warning clauses" and to facilitate their understanding by the public;

3. Any legal advertisement, institutional campaigns and the formats expressly specified in item 7 of Exhibit "A" are released from exhibiting the "Warning clause".

This resolution enters into force on this date, and compliance herewith shall be enforced as from April 10, 2008.

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