

Full title of law or regulation

ICC Advertising and Marketing Communication Code 2018

<https://cms.iccwbo.org/content/uploads/sites/3/2018/09/icc-advertising-and-marketing-communications-code-int.pdf>

Title of relevant section

Article 18. Children and Teens

Article 18

18.1 General Principles

Special care should be taken in marketing communications directed to or featuring children or teens.

- Such communications should not undermine positive social behaviour, lifestyles and attitudes.
- Products which are illegal for children or teens to purchase or are unsuitable for them should not be advertised in media targeted to them.
- Marketing communications directed to children or teens should not be inserted in media where the editorial matter is unsuitable for them.

For rules on data protection relating specifically to children's personal data see article 19.

For other specific rules on marketing communications with regard to children:

- with respect to direct marketing and digital marketing communications see chapter C, article C7
- within the context of food and non-alcoholic beverages see the ICC Framework for responsible food and beverage marketing communications

18.2 Inexperience and credulity of Children

Marketing communications should not exploit inexperience or credulity of children, with particular regard to the following areas:

1. When demonstrating a product's performance and use, marketing communications should not
 - a. minimise the degree of skill or understate the age level generally required to assemble or operate products
 - b. exaggerate the true size, value, nature, durability and performance of the product
 - c. fail to disclose information about the need for additional purchases, such as accessories, or individual items in a collection or series, required to produce the result shown or described
2. While the use of fantasy is appropriate for younger as well as older children, it should not make it difficult for them to distinguish between reality and fantasy.
3. Marketing communications directed to children should be clearly distinguishable to them as such.

18.3 Avoidance of harm

Marketing communications should not contain any statement or visual treatment that could have the effect of harming children or teens mentally, morally or physically. Children and young people should not be portrayed in unsafe situations or engaging in actions harmful to themselves or others, or be encouraged to engage in potentially hazardous activities or inappropriate behaviour in light of the expected physical and mental capabilities of the target demographic.

18.4 Social values

Marketing communications should not suggest that possession or use of the promoted product will give a child or teen physical, psychological or social advantages over other

children or teens, or that not possessing the product will have the opposite effect.

Marketing communications should not undermine the authority, responsibility, judgment or tastes of parents, having regard to relevant social and cultural values.

Marketing communications should not include any direct appeal to children and young people to persuade their parents or other adults to buy products for them.

Prices should not be presented in such a way as to lead children to an unrealistic perception of the cost or value of the product, for example by minimising them. Marketing communications should not imply that the product being promoted is immediately within the reach of every family budget.

Marketing communications which invite children and teens to contact the marketer should encourage them to obtain the permission of a parent or other appropriate adult if any cost, including that of a communication, is involved.
