

G-Regs™

## Netherlands – FNLI top 15 advertising rules



Full title of law or regulation	The Dutch Food Industry Federation (FNLI) <a href="http://www.fnli.nl/wp-content/uploads/2015/01/2015-05-Top-15-reclameregels-voor-voedingsmiddelen.pdf">Federatie Nederlandse Levensmiddelen Industrie</a> Top 15 advertising rules for food products: <a href="http://www.fnli.nl/wp-content/uploads/2015/01/2015-05-Top-15-reclameregels-voor-voedingsmiddelen.pdf">http://www.fnli.nl/wp-content/uploads/2015/01/2015-05-Top-15-reclameregels-voor-voedingsmiddelen.pdf</a>
Title of relevant section	All and only, as below
Clauses	<p>Top 15 advertising rules for food products</p> <ol style="list-style-type: none"> <li>1. All commendations are advertising, therefore also trademarks, characters, pictures, personalised mails with product information, unaddressed mailings and letterbox leaflets with product information.</li> <li>2. The rules apply to all media or media formats, i.e. to radio, TV, newspapers, leaflets, film, packaging, sponsoring, labels, buzz marketing, gadgets, colouring pictures with logo / product, commercial websites, corporate websites, Facebook, Twitter, blogs, digital media, mobile devices and sampling campaigns.</li> <li>3. Advertising must be clearly recognisable. No subliminal techniques (visualising the product / trademark in such a way that the consumer is not aware of this but through which familiarity is created in a subconscious way), product placement in children's programmes or concealed advertising in an article, (online) games, virtual worlds or social media where recognition is not clear.</li> <li>4. Advertising may not be dishonest, misleading, aggressive or indecent.</li> <li>5. Advertising must comply with the law: proper use of food and health claims and all requirements of the law governing food and commodities. What is stated on the outside must be contained on the inside!</li> <li>6. Never say that you can consume more of products that are light or contain less fat compared with the original versions.</li> <li>7. Do not explicitly encourage excessive use of food products. Nor may you condone it.</li> <li>8. If you want to say something about the flavour, portion size and / or the contribution of a food product to a responsible diet, the message must be correct and complete. So do not omit any negative aspects if they constitute part of the overall message.</li> <li>9. All expressions appealing to small children under 7 years of age are prohibited.</li> <li>10. Advertising directed at children between 7 and 12 years of age is also not permitted unless the advertising concerns products that meet the nutritional criteria.</li> <li>11. No children's idols in advertising to promote the product or brand.</li> <li>12. (Online) games with characters of a food brand where it is clear that children under 7 years of age are being addressed are prohibited. If you are aiming at children between 7</li> </ol>

URL of source: <http://www.fnli.nl/wp-content/uploads/2015/01/2015-05-Top-15-reclameregels-voor-voedingsmiddelen.pdf>

---

and 12 years of age with these types of game, this is then reserved exclusively to products that meet the nutritional criteria. Brands that also cover products that do not meet the criteria may not be promoted to children below the age of 12 years as such; there must then always be mention of a brand-product combination, whereby the product must meet the nutritional criteria.

13. Do not encourage children to persuade their parents to buy particular products.

14. No advertising in day-care centres, childcare facilities and / or elementary schools. So no free samples, either.

15. No volume incentives in further and / or vocational education.

Check [www.checksrc.nl](http://www.checksrc.nl) for the most recent rules applying to the advertising of food products.

---