

## NOTE

Scope and Definitions from the Advertising Code for Food Products 2019  
<https://www.reclamecode.nl/nrc/advertising-code-for-food-products-2019/?lang=en>

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### Field of application

This Code applies to all advertising for food products specifically intended for the Dutch market, regardless of the medium used, and therefore includes online advertising and social media (such as influencer marketing).

### Definitions

- a. **Food(s):** any industrially prepared and often packaged food and drink products and drinks intended for consumer use.
- b. **Health- and food claims:** claims defined in article 2 paragraph 5 and paragraph 4 respectively of Regulation (EU) No. 1924/2006, hereinafter referred to as the Claims Regulation.
- c. **Children:** minors who have not yet reached the age of 13.
- d. **Portion size:** size of a portion related to weight and/or volume.
- e. **Children's Idol:** persons, as well as comic characters and/or animated figures, well known by their role in specially targeted and/or specially developed children's media, such as television programmes, films, online videos, blogs, comics, books and/or games. Comic characters and/or animated figures developed by the advertisers themselves do not fall within the definition of a children's idol.
- f. **Point-of-Sale material:** Advertising messages available at a Point-of-Sale.

### Explanation

Children's idols within the meaning of this code include, among others, licensed media characters popular among children. These characters are derived from, for example, popular cartoons or games and have no historical relationship with the food concerned. This is in contrast to so-called 'brand characters' that have been developed by, or on behalf of, the advertiser and that do not have a separate identity outside the associated product or brand. This kind of 'brand character' does not fall under the definition of child idol outlined under 'e'.

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