

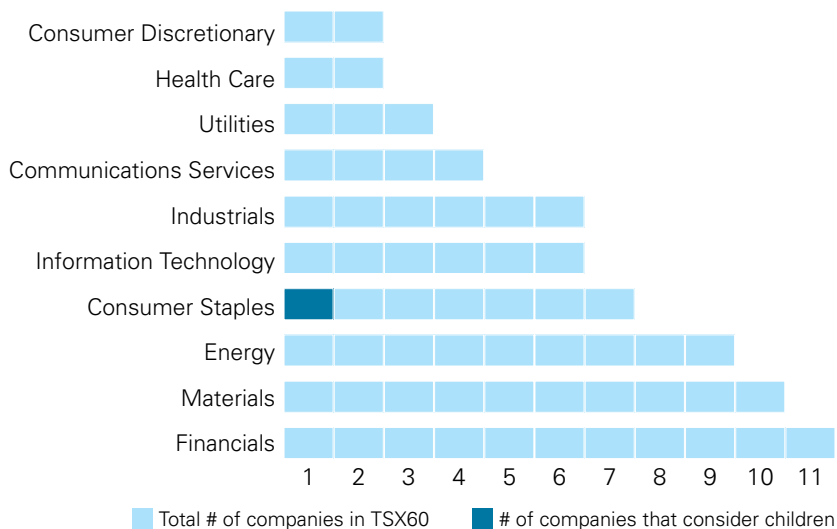


Principle 6: Use Marketing and Advertising that Respect and Support Child Rights

Marketing to children is a growing phenomenon, especially as children are increasingly making and influencing personal and family buying decisions. Companies should ensure that all of their communication tools, media outlets and marketing campaigns do not have an adverse impact on children.

Companies should not only refrain from marketing harmful products to children but should also ensure that advertisements that are inappropriate for children are not targeted or accessible to children. For instance, inappropriate advertising should not be placed in locations frequented by young children or broadcast during children's programming. In addition, marketing and advertising should not reinforce discrimination. In evaluating their communication strategies towards children, companies should also consider such factors as children's greater susceptibility to manipulation; the effects of unrealistic or sexualized body images and stereotypes; and advertising that promotes unhealthy, unsafe or violent behaviour. For example, the Canadian Index of Child and Youth Wellbeing estimates that only 55.7 per cent of 11-15 year olds in Canada think their body is about the right size, and 10.6 percent of 15-17 years olds are obese. As part of the commitment to support children's rights, companies can raise awareness of and promote children's rights, positive self-esteem, healthy lifestyles and non-violent values through existing communication and marketing channels.

TSX60 Companies that Consider Children in Relation to Marketing and Advertising



Good Practice Examples

- Mars Canada**, the Canadian division of Mars Incorporated, is one of the world's leading manufacturers of food, confectionery, and pet care products. As part of their [Marketing Code for Human Food](#), they commit to not market to children under 12 (this increases to under 13 for digital channels, where they also commit not to collect data from children and teenagers under 16), not use celebrities primarily appealing to children under 12, not use children as spokespeople or show them consuming chocolate or confectionery products, not advertise in or sponsor films or media programming aimed primarily at children under 12, and not place vending machines offering products in primary schools. Mars Canada supports the Government of Canada in its efforts to bring in federal legislation that limits direct marketing to children under 13, sharing its input and support in consultation responses to Health Canada and pre-Budget submissions to the Treasury Board.

Relevant Frameworks



Global Compact
Network Canada

- Principle 6:** Businesses should uphold the elimination of discrimination in respect of employment and occupation.



- 10.2** Empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status
- 16.7** Ensure responsive, inclusive, participatory and representative decision-making at all levels



The Canadian Index of
Child and Youth Well-being

- Feeling valued and respected
- Liking how I look
- Obesity
- Breastfeeding