

## **MEDIA RELEASE**

**1 March 2017**

### **ASA releases new comprehensive Children and Young People's Advertising Code**

The ASA announced today it has adopted a new code following recommendation from an independent panel.

The new code replaces the Code for Advertising to Children and the Children's Code for Advertising Food and for the first time will cover all advertising to children and young people.

The new code has rules about identifying commercial messaging, and restrictions around the depiction of anti-social behaviour, sexual imagery and unrealistic body images and occasional food and beverage advertising.

The ASA Governance Board acknowledged the significant work undertaken by the independent panel and its advocacy supporting a code for under 18's.

"Following a second round of consultation, the ASA has finalised the new code. The changes clearly define what targeting children or young people in advertising means. The ASA has confirmed the Food and Beverage Classification System as the interim nutrient profiling system to identify occasional food and beverage products" said ASA Chair, Hon. Heather Roy.

The new code comes into force on July 3 2017. The ASA is undertaking extensive training for advertisers, agencies and the media to help support a high level of compliance.

All advertising to children and young people must comply with the code from 2 October 2017.

ENDS

See <http://www.asa.co.nz/codes/codes/new-children-young-peoples-advertising-code/> and a summary of the code changes is attached.

# Summary of Code Comparisons

2010 Codes	2017 Final Code
Two Codes <i>Code for Advertising to Children</i> <i>Children's Code for Advertising Food</i>	One Code <i>Children and Young People's Advertising Code</i>
Only Children under the age of 14 <i>Young People referenced in Code for Advertising Food.</i>	Everyone under the age of 18 <i>'Child' – under the age of 14</i> <i>'Young Person' – 14 to under the age of 18</i>
Definition of advertisement linked to media channels	New ASA definition of advertisement <i>Includes all advertising content within advertiser's control, including sponsorship advertising</i>
Definition of "treat food" <i>Food high in fat / salt / sugar intended for occasional consumption</i>	Definition of "occasional food and beverage product" Now <u>Defined</u> under the <a href="#">Food and Beverage Classification System (FBCS)</a> as being intended for occasional consumption (interim nutrient profiling system) <ul style="list-style-type: none"> <li>• <i>Guidance for comparable or equivalent products to those products defined under FBCS</i></li> <li>• <i>Health Star Rating System to be used if product not defined under FBCS</i></li> </ul>
Advertising that 'influences children' (Influence not defined)	Clear definition of 'Targeting' Children and Young People <i>Context of advertisement in relation to three criteria;</i> <ul style="list-style-type: none"> <li>• <i>Nature and intended purpose of product or service appealing to children or young people</i></li> <li>• <i>Presentation of advertisement (theme, images, colours, wording, music &amp; language) appealing to children or young people</i></li> <li>• <i>Expected average audience at time or place advertisement appears includes a significant proportion of children or young people</i></li> </ul>
Restrictions on sexual imagery and implication that products would enhance sexuality	Additional restriction <ul style="list-style-type: none"> <li>• <i>Must not provide an unrealistic sense of body image or promote unhealthy lifestyle.</i></li> </ul>
Focus on ensuring advertising to children did not promote excessive consumption of treat food.	New restriction. Occasional food and beverage advertisements (including sponsorship advertisements) targeted to children or placed in any media where children are likely to be a significant proportion of the expected average audience are banned.
No specific rules on advertising "treat food" to young people	<u>Special care</u> required for occasional food and beverage advertising to young people <ul style="list-style-type: none"> <li>• <i>must not state or imply products are suitable for frequent / daily consumption</i></li> <li>• <i>Where possible, healthy or better-for-you options should be promoted</i></li> </ul>
Care required in collecting personal data from children	Guidance about the type of data that can be collected and the permissions required
Care required to not mislead as to the nutritive value of food	Advertisements must not mislead as to the potential benefits from consumption of the product physically, socially or mentally
Guidance about use of characters and well-known personalities for food advertising only	Guidance about use of characters and well-known personalities for all advertising to children or young people
No rules on sponsorship advertising of "treat food"	Occasional food and beverage sponsorship advertising to children banned. Rules restricting sponsorship advertising to young people.