

Examples of advertising that may now longer be allowed if advertised from 1 July 2017

It is not possible to say with certainty which current / past ads and marketing techniques which would fall foul of the new rules, as:

- i. The ASA does not produce a list (even a basic one as guidance only) of magazines, websites etc which it considers to be “children’s media” and thus where HFSS ads would not be able to be displayed.
- ii. It all depends on the evidence advertisers would present about the audience share (whether that was over 25% children or not), targeting criteria and ad content.
- iii. Ultimately, only submitting a complaint about an ad and the subsequent ASA investigation and ruling provide a definitive answer on whether something is permissible or not.

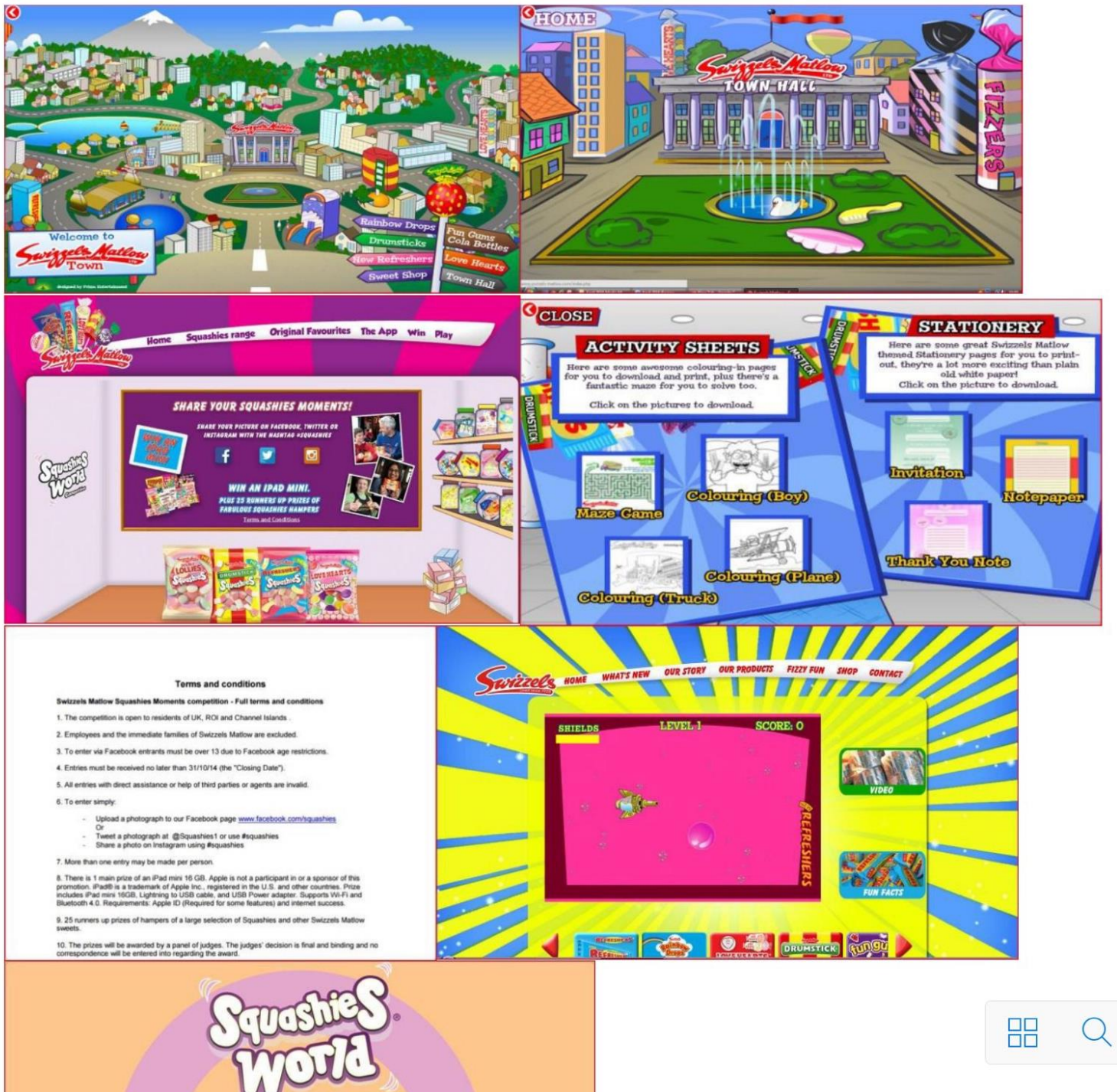
However, based on our past research and adverts which we have complained and the ASA has ruled on, we can identify the following types:

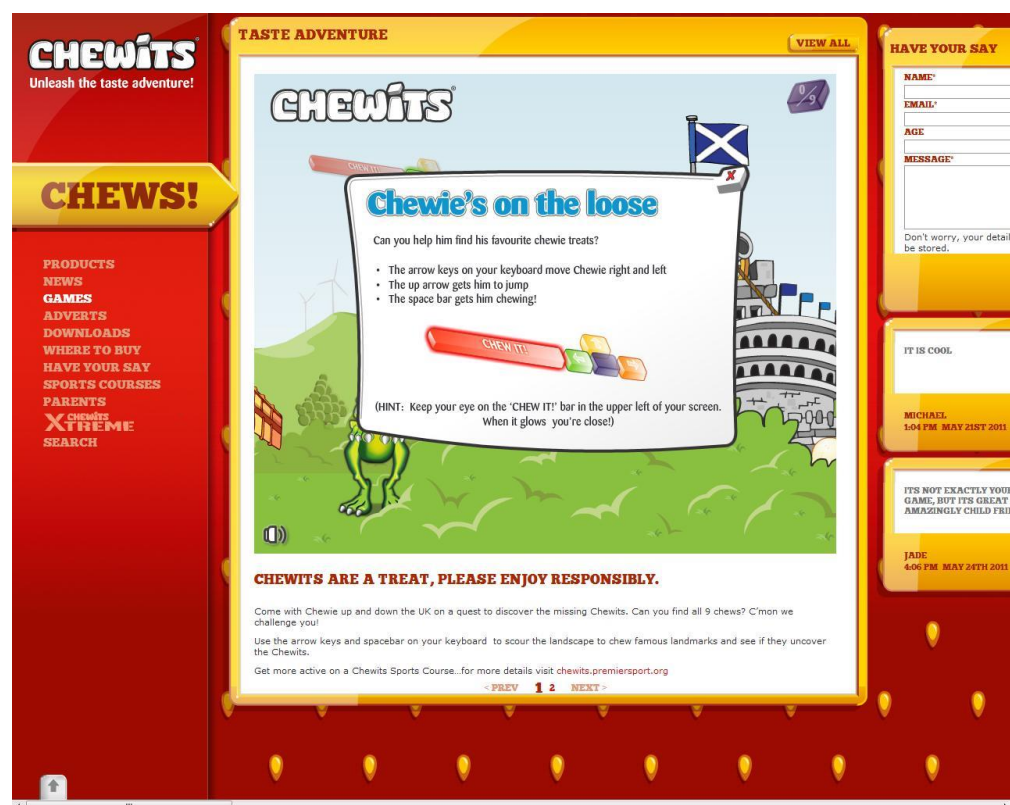
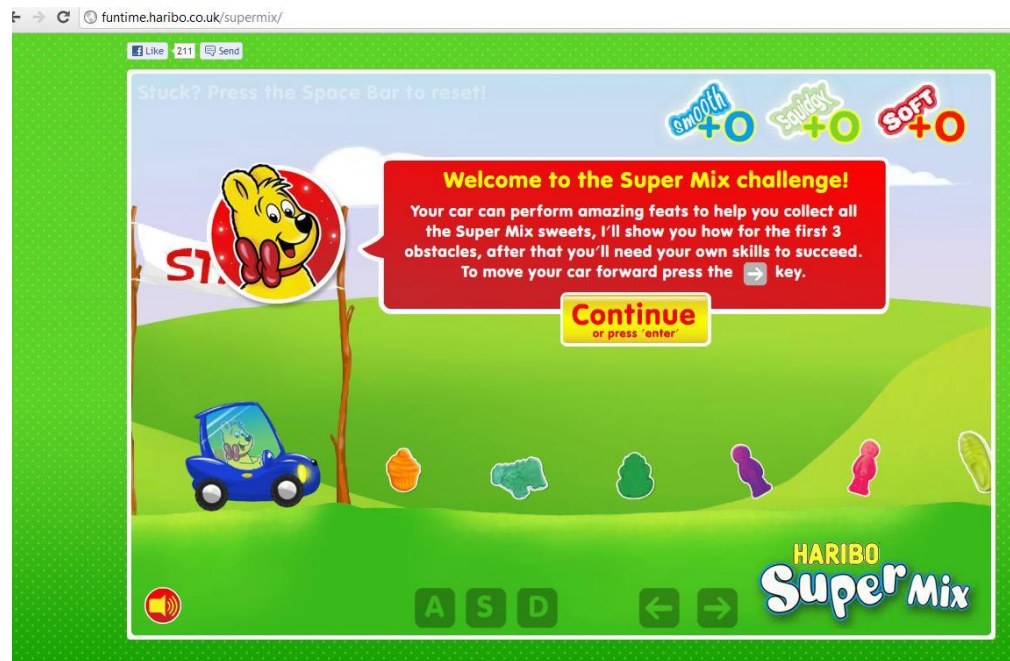
TV ads that couldn't be shown on children's TV but were shown on websites which appealed to children



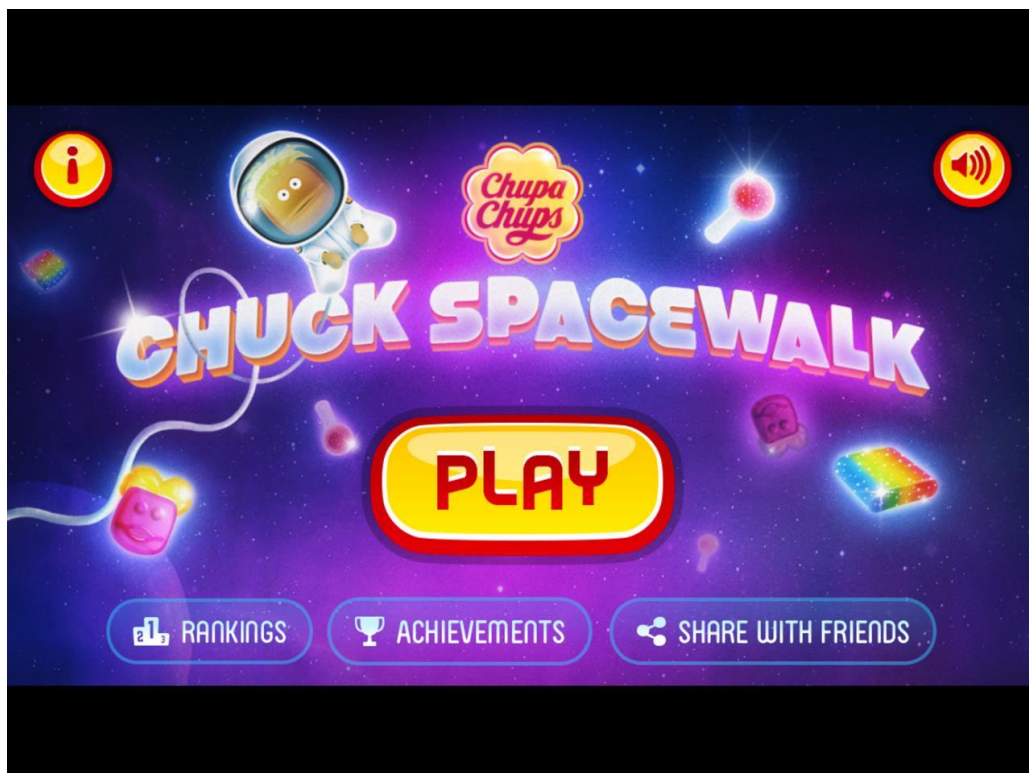
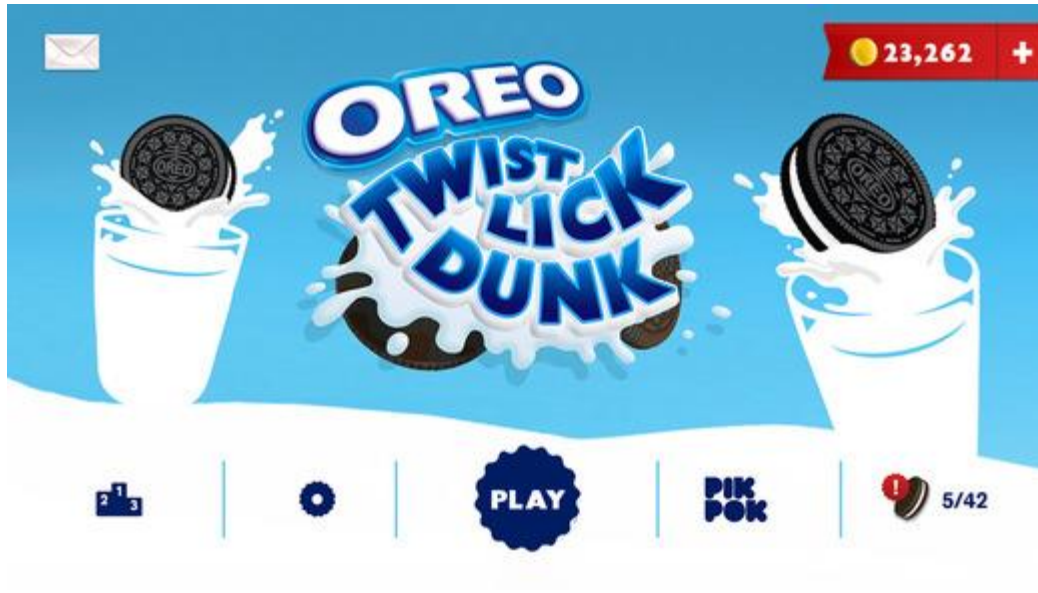
NB Fanta has now reformulated so no longer classed as HFSS

Advergames appealing to children





Apps appealing to children



Grey areas

Licensed and Brand characters

Sadly this from the Daily Mail is not accurate

CARTOON CHARACTERS FACING THE AXE			
	Ronald McDonald - to promote burgers/fries to children		Thor, Captain America - Marvel Avengers Assemble Candy Sticks
Coco the Monkey - Coco Pops	Furby - to promote McDonald's Happy Meals	Minions - Haribo sweets	Honey Monster - Honey Monster Puffs
Star Wars - Kellogg's Disney Star Wars Cereal	Chewie the Chewitsaurus - Chewits sweets	Tony the Tiger - Frosties	Cartoon monsters - games on Monster Munch website

There are stronger rules on brand advertising than ever before, which is welcome. But they don't cover packaging. And the big test will come on the use of brand characters and branding associated traditionally with HFSS products being used on non-HFSS products within that company's range - this will be a key area to test out through submitting complaints to the ASA and seeing how they rule.

Social Media (Facebook, Twitter, Instagram, Snapchat etc)

Social media posts which are aimed at or directly appeal to children should in theory be covered under the new rules, but there are several questions / caveats:

- (i) Which takes precedence – the wording of the ad or the audience share being over or under 25% under 16s?
- (ii) Age identification on social media is often very tricky

The image shows a screenshot of a Facebook page for 'Chewie the Chewitsaurus'. The page features a header with the name 'Chewie the Chewitsaurus' and a search bar. Below the header, there are several sections: 'GIFS' showing various cartoon images of Chewie, 'VIDEOS' with a video player, and 'NOTES' containing terms and conditions. The main post is a photo of Chewie sitting on a swing, holding a purple balloon, with a 'Chewie 50th Anniversary 1965-2015' badge. Below the photo are 'Like', 'Comment', and 'Share' buttons, and a comment section with 805 likes and 1 share. A second Facebook post is partially visible below, for 'Calypso Soft Drinks', dated 17 July at 16:29. It features a large image of various Calypso soft drinks and a hashtag #mycalypso. The post has 5 likes and a comment section with two comments. On the right side, there is a 'Create Page' button and a list of recent pages, including 'Summer Festival', 'Celebrate Summer', and 'Why 226,869 people like General Assef'.

Youtubers / Influencers

Using stars with particular appeal to under 16s. The problem is:

- (i) How do we know whether influencers have that particular appeal to that age group?
- (ii) How do we know whether the places where the ad appears have a >25% audience share and/or has the placement been targeted at under 16s?

The ASA's advice is "make a complaint".... and it will be for the advertiser to prove they can answer in negative for both questions.



Stereo Kicks - Chupa Chups Airheads Challenge – Ad

Stereo Kicks
Subscribe 37,177

66,023

+ Add to Share ... More 2,997 18

Published on 26 Jun 2015
This is a paid for advertorial

This was our Chupa Chups Airhead challenge!

Share Like 557

701 Comments Sort by Newest

What would likely still be allowed – as not covered by rules

1) Packaging



2) Sports Sponsorship



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#OperationEagleEye

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