



Global Guidelines for Responsible Advertising to Children

For more than a century, Campbell's has been nourishing people's lives with quality products. Millions of people around the globe trust Campbell's and its brands – not only because we make and market a wide range of wholesome, nutritious and great-tasting food products, but also because our consumers know and appreciate our standards, including the standards reflected in our advertising practices.

We believe in the value of advertising. Advertising communications provide all of us with useful information to help make everyday decisions that enrich our lives with new ideas, products and experiences.

However, as a matter of corporate policy, we do not address advertising communications to children younger than six years old. We also do not currently advertise to children between the ages of six and twelve. To the extent we ever changed our policies for this age group, we would adhere to the following principles:

- Use age-appropriate language to prevent misunderstanding.
- Show children in safe physical and social environments.
- Show our products in the context of nutritional best practices, such as appropriate portion sizes.
- Show age-appropriate heating and food-handling methods and situations.

We are committed to responsible advertising. Wherever we advertise our products, we adopt what we consider to be self-regulatory best practices. We actively support the work of the Children's Food and Beverage Advertising Initiative in the United States, for example, in its effort to encourage the promotion of healthier foods and beverages to children. We adhere to the principles of the Children's Advertising Review Unit (CARU) of the Council of Better Business Bureaus in the United States and similar organizations in other countries (such as Advertising Standards Canada).