



## **Fazer Group Marketing Policy**

### **Introduction**

The purpose of this policy is to define the basic principles for marketing communications throughout Fazer Group.

This policy applies to all marketing activities and communications including e.g. the following forms of advertising and marketing: television, radio, online including social media and influencer marketing and direct marketing, shopper marketing, packaging, events, trade/sales and other professional promotions and communications.

All marketing and communications must in addition to this Policy at all times comply with the relevant local laws and regulations.

### **Fazer commits to comply with the following principles in all marketing communications**

1. All advertising and communications must be truthful and shall not include misleading facts or statements.
2. Copy, sound and visual presentations of food products represent accurately the material characteristics advertised.
3. Nutrition and health benefit claims must have a sound scientific basis.
4. Marketing communications and promotions will not encourage to excess consumption and portion sizes are appropriate to the setting portrayed. In addition, we strive to offer different package sizes to meet as many different purposes and consumer needs as possible to make sure consumers find what they are looking for.
5. Marketing communications will not undermine the promotion of healthy, balanced diet or the importance of healthy and active lifestyle.
6. We demonstrate a reasonable variety of foods reflecting a balanced diet when products are presented in the context of a meal.
7. Food products not intended to be substitutes for meals must not be represented as such.
8. We always ensure that advertising and marketing communication is clearly distinguishable as such regardless the form or medium used, and disclosure of the marketer is clear.
9. In our marketing communication, we represent the diversity of our consumers globally.



**Fazer does not direct marketing activities to children under the age of 15. All marketing communications directed to young people aged between 15-18 years are furthermore subject to the following principles:**

9. Marketing communications must not exploit inexperience or credulity of children and young people.
10. Marketing communications must not mislead children or young people about the potential health benefits or other benefits, such as popularity or sports success, from the consumption of the advertised product.
11. The role of the parents and other adults responsible for a child's or young person's welfare must not be undermined.
12. Marketing communications must not create a sense of urgency.
13. When using personalities (live or animated, including eg. celebrities and influencers) which might be appealing to children, a special care must be taken not to exploit a child's imagination in a way that could mislead him/her about the benefits of the food product or encourage poor dietary habits.
14. When using personalities, live or animated, advertising content must be clearly distinguished from the programme or editorial content.
15. We refrain from communications related to unhealthy products in schools except where specifically requested by or agreed with the school administration.
16. We do not target children under the age of 15 years with our marketing communications in any channel. In case of influencer collaborations, the chosen influencer must clearly show that their platform and content is not targeted to under 15-year-olds. 80% of the influencer's followers must be over 15 years old. Furthermore, family events can be sponsored when representing a balanced diet, when the communication is targeted to adults, and main audience of the events are over 15 years old.

### **Governance of the marketing communications policy**

Fazer Group's Marketing Director is responsible for reviewing the compliance with the Marketing Policy on an annual basis. Any non-compliance with this policy will be brought to the attention of Fazer Group Marketing Team who will decide on the further actions and whether the matter should be taken to the Fazer Leadership Team.

Business area heads are responsible for forming and following practices, instructions and operating models in line with the marketing policy. The responsibility for the daily operations in marketing lies with the VP Marketing, BA/BU in the businesses.



The Group Brand preparation team reviews and updates the marketing policy related guidelines.

Document owner:	Marketing Director, Fazer Group
Original document approved:	Group Management Team, 20.8.2015
Update approved:	Group Management Team, 14.6.2018
Update approved:	Fazer Leadership Team, 8.10.2021

Related documents:	Data protection policy
	Fazer Group's Code of Conduct
	Communications Policy
	Sustainability policy
	Sponsoring and Partnership guidelines
	Social Media Guideline
	Media Relations & PR Guide
	Brand book