

**Children’s Food and Beverage Advertising Initiative**  
**The Coca-Cola Company Pledge**

The Coca-Cola Company is a participant in the Children’s Food and Beverage Advertising Initiative (CFBAI), a self-regulation program with the goal of improving the landscape of food and beverage advertising directed to children. The Coca-Cola Company supports CFBAI’s objectives and is committed to its Core Principles. The Coca-Cola Company is pleased to submit this restated pledge, which is consistent with its previous CFBAI pledges and reflects CFBAI’s Core Principles, 6th ed. (2022).

**I. Identifying Information**

1. *Corporate Contact Information:*

The Coca-Cola Company  
One Coca-Cola Plaza  
Atlanta, Georgia 30313  
[www.coca-colacompany.com](http://www.coca-colacompany.com)

2. *Individual(s) responsible for overall implementation of the Pledge:*

Shakir Moin  
Chief of Marketing  
North America Operating Unit  
The Coca-Cola Company  
One Coca-Cola Plaza  
Atlanta, GA 30313

3. *Entities covered by the Pledge:*

North America Operating Unit, The Coca-Cola Company  
Brands/product lines covered by the Pledge: All Company-owned brands

Under its CFBAI commitment, The Coca-Cola Company commits to not advertise any products in advertising primarily directed to children under 13, in accordance with its pledge below.<sup>1</sup> Should The Coca-Cola Company in the future decide to advertise its products to children under age 13, it commits that it will advertise only beverages that meet CFBAI’s Uniform Nutrition Criteria, 2nd ed., and will notify and provide information regarding such products to CFBAI prior to advertising them so that CFBAI can assess whether the foods meet the nutrition criteria.

**II. Core Principles**

1. Advertising Primarily Directed to Children under Age 13

The Coca-Cola Company commits that it will not advertise any products in advertising primarily directed to children under 13.

2. Covered media

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<sup>1</sup> The Coca-Cola Company has a separate, company-specific U.S. policy prohibiting online advertising to children under age 13 to ensure compliance with the Children’s Online Privacy Protection Act.

The advertising commitment applies to the following media (“covered media”):

- Television
- Radio
- Print
- Internet/Digital media, including but not necessarily limited to:
  - Company-owned websites
  - Third-party websites, including display, banner, pop-up, audio or video advertising<sup>2</sup>
  - Mobile apps or mobile media, including advertising on phones, laptops, tablets, other personal digital devices, in whatever form, including email, text, IM or SMS messaging
- Platforms (e.g., YouTube) that may have content or channels that are primarily directed to children<sup>3</sup>
- Video and computer games that are primarily directed to children under age 13
- DVDs of movies that are rated “G” whose content is primarily directed to children under age 13, and other DVDs whose content is primarily directed to children under age 13
- Word of mouth.<sup>4</sup>

3. Product Placements

The Coca-Cola Company commits to not paying for or actively seeking to place its foods or beverages into third-party program or editorial content of any medium primarily directed to children under age 13 to promote the sale of those products.

4. Product Integrations

The Coca-Cola Company commits to not pay for or actively seek to integrate foods or beverages in any medium primarily directed to children under age 13, including in interactive games or other digital content.

5. Influencers

The Coca-Cola Company commits to not use influencers to promote foods and beverages in communications primarily directed to children under 13.

6. Licensed Characters, Celebrities and Movie Tie-Ins

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<sup>2</sup> User-generated content that is not under the control of The Coca-Cola Company is not covered by the Core Commitments.

<sup>3</sup> As provided in CFBAI’s Core Principles, advertising on a platform that uses valid age verification to restrict access presumptively is not primarily directed to children under age 12.

<sup>4</sup> Word of mouth advertising refers to advertising primarily directed to children where a participant provides incentives (financial or otherwise), product samples or other support to individuals or groups who are not employees to encourage such individuals or groups to discuss the company’s branded foods or beverages.

The Coca-Cola Company commits to not use third-party licensed characters, celebrities (including athletes) and movie tie-ins in advertising primarily directed to children under age 13.<sup>5</sup>

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#### 7. Advertising in Elementary and Middle Schools

The Coca-Cola Company commits to not advertising branded foods or beverages to children in elementary and middle schools, pre-K through 8th grade. This includes but is not limited to advertising on or through the following items:

- Posters
- Scoreboards
- School buses
- Pencils, book covers, and other school supplies offered for sale in school
- Textbooks
- Tray liners, cups, napkins, plates
- Coolers
- Food samples and taste tests

This commitment does not apply to displays of foods and beverages that identify foods that are for sale; fundraising support; public service messaging; curriculum materials; items given to school administrators for their personal use; charitable donations, or sponsorships.

### **III. Definitions of Child-Directed Advertising**

The Coca-Cola Company will use the following criteria to define advertising primarily directed to children and to demonstrate compliance with CFBAI's Core Commitments.

Measured media. For measured media, The Coca-Cola Company will define "advertising primarily directed to children" as advertising for which children under the age of 13 constitute at least 30% of the expected audience (the "audience threshold"). The audience demographics that determine compliance with this audience threshold will be measured in media impressions expected to be received by specific demographic groups at the time the advertising is purchased, based on reliable third-party information (e.g., Nielsen ratings for TV or comScore data for digital media).

The Coca-Cola Company typically purchases television advertising once annually, well in advance of when the advertising will air, on a daypart or timeblock basis. Advertising placed in purchased dayparts or timeblocks will be identified as compliant for purposes of CFBAI based on an analysis of the annualized audience composition data for the block of time purchased.

Digital and online media. For "contextual advertising," which is served based on the content that is adjacent to the ad or in which the ad is placed, The Coca-Cola Company will determine whether such content is child-directed based on an assessment of the composition of the audience for that content (if known) or, where reliable audience composition data is not available, an assessment of multiple factors related to that content.

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<sup>5</sup> This commitment does not apply to other marketing channels, such as point-of-sale materials or packaging (provided that the packaging does not appear in advertising primarily directed to children). This commitment also does not apply to the use of company-owned characters.

Where audience composition is known, The Coca-Cola Company will consider such advertising primarily directed to children if 30% or more of the audience for the site, app, or content in which the ad is placed are children under age 13. Where audience composition data is inadequate to make this determination, such advertising will be deemed primarily directed to children if the ad is placed in content that appears to be child-directed based on an evaluation of multiple factors related to that content, including whatever age demographics for the site or digital content may be available, an assessment of the overall nature of the content, including but not limited to the subject matter of the site or video, the visual content, the language used, the kind of music or audio content, the difficulty of game play, the influencer or influencers featured in the content, actions taken to restrict children's access to the site or content, and content identifier tools that indicate whether content is child-directed provided by platforms or content developers.

Other digital advertising (not "contextual advertising") is targeted to the audience for that ad in a variety of ways. The Coca-Cola Company will meet its CFBAI commitments when placing such "targeted advertising" by using reliable age-targeting tools and/or other interest-based or behavioral factors to avoid serving ads for foods that do not meet CFBAI's Uniform Nutrition Criteria to children. These tools include:

1. Age-targeting (based on cookie data or other age indicia) to audiences other than children;
2. Targeting based on interest-based or behavioral data to audiences other than children;
3. Blacklisting of specific sites, channels or other content that are directed to children; and
4. The use of relevant topic, keyword, or content classification or identification systems or filters provided by the platform owner or content developer (e.g., an app developer).

#### **IV. ADVERTISING TO CHILDREN UNDER THIRTEEN YEARS OLD**

The Coca-Cola Company commits to not engaging in advertising primarily directed to children under thirteen.