



CANADIAN CHILDREN'S FOOD AND BEVERAGE ADVERTISING INITIATIVE COMMITMENT

I. Identifying Information

Contact Information – please provide the contact information for the person in the company with whom we should communicate in the preparation of the audit report. If there are any Agency personnel with whom you wish Ad Standards to communicate instead, or in addition to the company representative please provide this information.

Participant: Hershey Canada Inc.
5750 Explorer Dr. Suite 500
Mississauga, Ontario
Canada L4W 0B1

Representative: Jackson Hitchon
Senior Director of Marketing
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II. Core Principles

Hershey Canada is proud to be a participant in the Canadian Children's Food and Beverage Advertising Initiative. As part of its ongoing commitment to healthy lifestyles, Hershey Canada's parent company, The Hershey Company, for thirty years has sponsored and solely funded HERSHEY'S TRACK AND FIELD GAMES, a program that introduces more than 400,000 children in Canada and the United States to the fun and rewards of physical fitness. The Program includes Canada and is endorsed through a partnership with Athletics Canada.

Hershey Canada started this Commitment August 1, 2007 and will continue to submit to Advertising Standards Canada sufficient information about its media plan and marketing programs to confirm Hershey Canada's compliance with this Commitment.

1. Advertising messaging and content

Hershey Canada will not engage in advertising directed primarily to children under the age of 12, whether on television, radio, print or internet, except for messages promoting

healthy lifestyles. If Hershey Canada were to decide to advertise products which represent healthy dietary choices to children under 12 in the future, Hershey Canada would submit a revised Commitment to Advertising Standards Canada for review.

Hershey Canada is taking the following steps to implement this Commitment:

- Television: Hershey Canada will not purchase TV advertising on programming traditionally considered children's programming or programming which 30 percent or more of the annual audience on average is composed of children under 12.
- Radio: Hershey Canada will not purchase radio advertising on programming for which 30 percent or more of the annual audience on average is composed of children under 12.
- Print: Hershey Canada will not purchase print advertising in measured or unmeasured print media for which 30 percent or more of the annual audience on average is composed of children under 12.
- Internet: For measured internet media, Hershey Canada will not purchase advertising on websites for which 30 percent or more of the annual audience on average is composed of children under 12. For unmeasured internet, such as Hershey Canada's own websites, Hershey Canada will refrain from including subject matter, graphics, language and features that are targeted to, or specifically appeal primarily to children under 12. Hershey Canada does not consider the subjects of chocolate and candy per se to be subject matter primarily directed to children under 12.
- Mobile: Hershey Canada will not purchase mobile advertising (such as cell phones, PDA's and through word of mouth) where advertising on those media is primarily directed to children under 12

2. Child-Directed Content

Hershey Canada is taking the following steps to implement this Commitment:

Websites / Games / Movies / Other Media: Hershey Canada will not pursue partnerships with any games, movies, DVDs or other media forms that are inherently primarily directed towards children under 12. This includes:

- Video and computer games rated "Early Childhood" or "EC," which are inherently primarily directed to children under 12, and other games that are age-graded on the label and packaging as being primarily directed to children under 12
- DVDs of movies that are rated "G" whose content is primarily directed to children under 12, and other DVDs whose content is primarily directed to children under 12

3. Use of Products in Interactive Games

Hershey Canada is taking the following steps to implement this Commitment:

Hershey Canada will not engage in placing products in Interactive Games directed primarily to children under the age of 12, except for messages promoting healthy lifestyles. If Hershey Canada were to decide to include products in games which represent healthy dietary choices to children under 12 in the future, Hershey Canada would submit a revised Commitment to Advertising Standards Canada for review.

4. Use of Licensed Characters, Celebrities and Movie Tie-ins

Hershey Canada is taking the following steps to implement this Commitment:

As Hershey Canada does not create advertising directed primarily to children under the age of 12, and it does not have a history of using any characters licensed from third parties in such advertising. Hershey Canada commits to licensing from third parties only characters which are primarily targeted to audiences over the age of 12 for use in connection with its advertising.

5. Product Placement

Hershey Canada is taking the following steps to implement this Commitment:

Hershey Canada will not engage in product placement in program / editorial content of any medium directed primarily to children under the age of 12, except for messages promoting healthy lifestyles. If Hershey Canada were to decide to include products in program / editorial content which represent healthy dietary choices to children under 12 in the future, Hershey Canada would submit a revised Commitment to Advertising Standards Canada for review.

6. Advertising in Schools

Hershey Canada is taking the following steps to implement this Commitment:

Hershey Canada will adhere to standards established by schools individually and by school boards overall with respect to its presence in any school in Canada. While its products may be available for sale at certain schools, Hershey Canada commits not to advertise its products in elementary schools. Any further involvement by Hershey at the elementary school level will be restricted to the availability of Hershey Canada's products to school fundraising programs, and Hershey's sponsorship of the Hershey's Track and Field Games.