

# The message and emotion behind the media

# Advertising Rules



## General guidelines

1. Ads should treat everyone equally.
2. Ads should not exaggerate, mislead or deceive.

## Ads should be clear and truthful

1. Ads should clearly say what parts are included in a product and make it clear if some parts cost extra.
2. Ads should not use language or special effects that make the product or service they're selling look better than it is in real life .
3. Ads for toys should not compare a previous version with a new 'improved' version, even if it's true.
4. On-screen messages or small print should be read out loud so that young children can understand them.
5. Ads that refer to 'free gifts' or offers must make all the terms and conditions clear.
6. There should be a clear difference between an ad and the content of a programme, they shouldn't look like the same thing.
7. Characters or people from childrens' programmes should not be used to promote products or services.

## Ads should not make a child feel bad or have negative feelings

1. Ads should not upset children.
2. Ads should not play on fear.
3. Ads should not make children feel that they or their family will be better than everyone else if they have this product, or that they will be laughed at or made to feel stupid if they don't have it.
4. The ad should not make them feel that they will have more friends if they have this product.
5. If ads show adults pretending to be children in an ad for children, it should not be offensive to the dignity of children.

## Ads should not promote an unhealthy diet or lifestyle

1. Ads should not encourage an unhealthy lifestyle or eating too much.
2. Ads showing mealtimes should make it clear whether a food product is part of a balanced diet.
3. Ads should make it clear about the nutritional value of a product and not try to mislead. They must not imply that particular foods can be eaten instead of fruit and/or vegetables.
4. Ads for food that is high in sugar and fat should not be shown during children's programmes.
5. Ads for food that is high in sugar and fat should not include cartoons or popular characters from a film.
6. Ads for food that is high in sugar and fat should not include nutritional claims.
7. Ads for food that is high in sugar and fat should not include promotional offers.
8. All ads for fast food products should say: 'should be eaten in moderation and as part of a balanced diet'.
9. All ads for sweets should say: 'snacking on sugary foods and drinks can damage teeth.'
10. Celebrities should not be used to promote food or drink products unless it's an ad for healthy eating.