



The Responsible Advertising and Children Programme

The RAC programme represents advertisers, agencies and media
www.responsible-advertising.org

RAC VISION

RAC helps its members to anticipate and understand societal and parental perceptions of and aspirations for responsible marketing communications and children. Trust is critical to our industry, both to how we are perceived by society and how we communicate effectively with our consumer. RAC's role in helping build trust is to provide global leadership by championing good practices in marketing communications to children. This exercise is shaped by a continued dialogue and engagement with policy-makers, society and consumers.

STAKEHOLDER DIALOGUE

We actively seek open, constructive and transparent dialogue with parents and other stakeholders to identify emerging issues. Through this and independent research, we aim to ensure that advertising meets society's expectations regarding the extra care that is needed when communicating with children.

ENSURING RESPONSIBLE ADVERTISING

Responsible advertising means adherence to robust self-regulatory codes which complement and build upon a robust legal framework. All forms of marketing communications worldwide must comply with the Consolidated Code on Advertising and Marketing of the International Chamber of Commerce (ICC) and more detailed national codes. A section of the ICC code is dedicated to the special care needed when communicating to children. The code also includes chapters for specific sectors, such as The Framework for Responsible Food and Beverage Marketing Communications. National codes based on the ICC Code are enforced independently and monitored transparently to ensure that they are applied both in letter and in spirit. Independent studies undertaken for the European Commission have commented on the effectiveness of this self-regulatory model in delivering strong consumer protection, notably for children.

REACHING OUT TO MARKETERS

We actively raise awareness among marketers of self-regulatory best practice and societal expectations. This enables marketers to ensure that their marketing communications reflect societal concerns about children in the context of the commercial world. Equally, we help marketers identify opportunities whereby they can help parents promote good habits and healthy lifestyles to their children.

BEYOND COMPLIANCE

Responsibility goes beyond compliance. We support ambitious media literacy programmes such as Media Smart (www.mediasmart.org.uk) which teaches children the skills to interact with a commercial world. RAC members also helped launch the EU Pledge (www.eu-pledge.eu) in order to help promote healthier lifestyles to children. By continuously monitoring and respecting societal expectations, we seek to ensure that marketing communications continue to represent a force for good.

BENEFITS OF ADVERTISING

The revenue from marketing communications is essential for financing children's programming content. Not only do marketing communications sustain quality children's programming, they play a much broader role in supporting the arts, culture and sport as well as the wider economy: they create competition, employment and enhance consumer's choices of goods and services. For further information about the value of advertising, please visit <http://www.valueofadvertising.org/home>.

