Schuttelaar & Partners

Responsible Marketing Communications Survey FrieslandCampina 2024

The Hague, 24 July 2025

The Agency for a Healthy World

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Developed for FrieslandCampina

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Table of contents

1	**Introduction**		**5**
2	**Methodology**		**5**
	1	Scope of the monitoring	5
	2	Media and media audience	5
	3	Data collection	5
	4	Analysis	6
3	**Results**		**6**
4	**Conclusion**		**7**

1 Introduction

The monitoring 'Responsible Marketing Communication' is performed to measure the compliance of marketing communication campaigns of the operating companies (OpCos) to the corporate policy as stated in the FrieslandCampina Corporate Standard for Responsible Marketing Communications. This standard contains general principles, applicable to all marketing communications. It also contains additional principles, by which FrieslandCampina ensures responsible marketing practices primarily directed at children within FrieslandCampina.

2 Methodology

1 Scope of the monitoring

The Corporate Standard applies worldwide to the marketing communications of all FrieslandCampina branded consumer products. Where local legislation, codes of recognized national self-regulatory organizations or voluntary commitments undertaken by FrieslandCampina are more restrictive than this standard, the most stringent principle applies.

2 Media and media audience

The monitoring included the following media channels:

- TV-commercials
- Media channels other than TV-commercials and digital media, such as print, radio, cinema, et cetera.
- Branded websites
- Branded Social Media Profiles: Facebook, Instagram, TikTok, YouTube

3 Data collection

TV-commercials, marketing communications for other media channels, influencer marketing and school milk programmes
The data collection was performed by Schuttelaar & Partners. The marketing director of each OpCo, selling FrieslandCampina branded consumer goods, was asked to fill in a questionnaire about the marketing campaigns with the highest costs between January and December 2024.

Branded websites and branded social media profiles
Based on sales volumes 2024, for each OpCo, the two biggest (sub)brands were defined: one (sub)brand not primarily directed at children under the age of 16y and one (sub)brand primarily directed at children under the age of 16y, if available. Next to this, a list of available websites and social media profiles of these brands was constructed and reviewed.

4 Analysis

The analysis of the results was performed by Schuttelaar & Partners. Compliance of the collected marketing communications over the period of January until December 2024 was judged, based on the principles of the FrieslandCampina Corporate Standard for Responsible Marketing Communications.

3 Results

In total 19 OpCos (global coverage) were included in the analysis.

In total 16 TV-commercials, 14 marketing communications using other media, 23 branded websites, 19 branded social media profiles and 14 influencer marketing campaigns were analyzed. This means that a total of 86 marketing communications were analyzed. Of all 86 marketing communications 84 (97,7%) are compliant.

100% of marketing communications in and around schools, directed at kids <16 years old, were for educational purpose and specifically requested by, or agreed with, school administration/authorities, and therefore all compliant.

The compliance level of each of the reviewed media channels is: TV-commercials: 100%, marketing communications using other media: 100%, branded websites: 100%, branded social media profiles: 89%.

4 Conclusion

In total 97,7% of the marketing communications reviewed is compliant to the Corporate Standard. For the marketing communications that were not compliant next steps for remedial actions will be discussed.

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