

Responsible Marketing Communications Survey FrieslandCampina 2021- 2022

The Hague, 3 February 2023



**The
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for a
Healthy
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Responsible Marketing Communications Survey FrieslandCampina 2021-2022

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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, YouTube

3 Data collection

TV-commercials and marketing communications for other media channels

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 July 2021 and June 2022.

Branded websites and branded social media profiles

Based on sales volumes between July 2021 and June 2022, for each OpCo, the two biggest brands were defined. Next, 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 between July 2021 and June 2022 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 18 TV-commercials, 13 marketing communications using other media, 22 branded websites and 20 branded social media profiles were analyzed. This means that a total of 73 marketing communications were analyzed. Of all marketing communications 70 (96%) are compliant.

The compliance level of each of the reviewed media channels is: TV-commercials: 94%, marketing communications using other media: 100%, branded websites: 100%, branded social media profiles: 90%.

4 Conclusion

In total 96% of the analysed marketing communications is compliant to the Corporate Standard. For the marketing communications that were not compliant next steps for adjustment will be discussed.



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