



## **GUIDELINES FOR ADVERTISING TO CHILDREN**

### **UPSTART MAGAZINE AND UPSTART ONLINE**

**Purpose:** To ensure that the special characteristics of children (aged 7-12) are recognised when advertisers and agencies are preparing their advertisements for Upstart.

**Background:** Advertisements aimed at children need to be produced in a socially responsible manner which does not mislead or deceive children. The United Nations Convention on the Rights of the Child requires that “the best interests of the child shall be a primary consideration.” (Article 13).

**Principle 1: Advertisements should comply with the laws of New Zealand and appropriate media and industry Codes, which include: the Television Broadcasters’ Council, Children’s Broadcasting Code, and any other industry Code endorsed by the Advertising Standards Authority.**

#### **Principle 2: Advertisements must be socially responsible**

- 2.1 Advertisements must not portray children engaging with harmful behaviours, such as those listed below (unless such behaviours are being discouraged):
- Anti-social or socially unacceptable behaviour (e.g. bullying)
  - Unsafe acts or showing children in unsafe situations or using products unsafely
- 2.2 Advertisements should not suggest or urge children to do the following:
- Ask parents to buy particular products for them
  - Feel inferior or rejected for not having the advertised product
- 2.3 Advertisements should not use sexually suggestive images, or images that degrade any individual or group.

**Principle 3: Advertisements should not exploit the vulnerability of children by abusing their trust, their lack of knowledge, or their fears.**

- 3.1 Advertisements must be obvious to children, either by their nature or explicitly.
- 3.2 Advertisements must ensure that children understand the true size, value, performance and durability of the advertised product.
- 3.3 Advertisements must clearly communicate the following:
- Extra items needed to use or achieve the results shown in the advertised product (e.g. batteries or paint for a doll).
  - When assembly is required).

- The complete price of the product (if mentioned) and any additional parts that must be bought separately
- For competitions, the rules, value of prizes, and chances of winning
- The conditions of extra products or services offered for free.

**Principle 4: Advertisements should not encourage inappropriate purchase or excessive consumption.**

- 4.1 As a diverse group with varying levels of maturity, care must be taken to ensure that the product and style of advertising is appropriate for children.
- 4.2 Advertisements for competitions that cost money to enter or the usage of 0900 phone numbers, must state clearly 'Children, as your parents first'.
- 4.3 Requesting or recording children's personal details requires extreme care to ensure that children's privacy rights are fully protected and that the information is used in a socially responsible manner.

**Principle 5: Advertising should encourage healthy relationships with food and healthy eating habits, particularly when directed at children.**

- 5.1 Advertisements should not actively encourage children to consume treat foods near bedtime, frequently throughout the day, or as a meal replacement.
- 5.2 Advertisements should advocate foods that are a part of a healthy, balanced diet – without exaggeration or suggestion that one single food will replace a balanced diet.
- 5.3 Advertisements should not encourage excessive consumption of any food.
- 5.4 Advertisements for slimming products/foods should not be directed at children.

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