

Sainsbury's Policy on Marketing Communications

As a leading UK food retailer, across the country we have a responsibility to help make it easier for our customers to make healthier choices easier, which includes helping to support healthier habits in childhood. This policy outlines our commitments in relation to our marketing activity¹ to deliver our aim of helping everyone to eat better.

Our commitments

We believe good quality food should be accessible to everyone and 'Helping Everyone Eat Better' is a key focus we aim to deliver across our campaigns. We'll do this by:

- promoting government guidelines on healthy eating (specifically the 'Eatwell Guide')
- using the appropriate portions in our communications, using on pack information
- promoting healthier versions of products alongside standard products wherever possible (e.g. lighter, reduced sugar etc.)
- encouraging healthier lifestyles through eating well, active play and encouragement of physical activity as part of our wider activity within local communities
- ensuring any nutrition and health claims will always be accurate and never mislead. For this reason, our own-brand products only permit the use of a nutrition or health claims on products without red traffic lights on the front of pack.

Marketing to children²

Research suggests that children may be susceptible to advertising and marketing messages. Which is why we have the following controls in place to actively make every effort to not market to children under eighteen.

Our food and drink advertising is intended for and where possible targeted to those over 18. We endeavour to actively avoid children's specific programming or content

We ensure that products featured in advertisements within 100 metres of a school are non-HFSS.

The use of children's characters and celebrity endorsements is only permitted on non-High Fat, Sugar and Salt (HFSS) products and those that meet the [Sainsbury's healthy & better for you nutrition criteria](#). This extends to product packaging, product shapes and in store signs, with the following exceptions:

- Seasonal and specific treating occasion products such as birthday cakes and Christmas confectionery.
- Characters may be used on selected healthier choices such as on our 'Little Ones' range where the buyer is the parent and products have been designed to meet specific nutritional requirements.

Training, Compliance & Monitoring

- We train our colleagues and relevant agencies on this policy
- We request agencies/ suppliers to adhere to this policy when working with us
- We include policy compliance as part of our quarterly review sessions with agencies/ suppliers, we include KPIs related to performance against this policy within these sessions

Due diligence

- We have a process for monitoring compliance to this policy

Compliance with Laws

We comply with all applicable laws, if applicable laws set stricter requirements than this Policy, they must be followed.

Definitions & References

¹ Definitions of marketing channels

It includes paid and unpaid marketing communication developed directly by or on behalf of Sainsbury's including the following:

- Print (newspapers, magazines, books and printed advertising in public places).
 - Exceptions include Sainsbury's magazine and marketing related to concessions e.g. Leon
- All broadcast media (TV & Radio)
- All non-broadcast electronic and/or digital media (including Sainsbury's websites, social media & digital display (inc. programmatic VD),
- Sponsorship (e.g. of sporting, entertainment or cultural events or activities)
- All additional forms of marketing (cinema, outdoor, product placement in movies, TV shows etc.)
 - When making reference to marketing to children

²We define children as those aged below 18 years of age.

- When referencing children, it applies to all material with the intention of promoting food & drink products to children below 18 years of age.
- Marketing communication will be deemed directed to children if 25% or more of the media channel's audience is aged under 18 years old.