



ALDI UK & Ireland

Cartoon Character Policy



Position Statement

ALDI UK is part of the ALDI SOUTH Group.

“The ALDI SOUTH Group of Companies conducts its business according to the principle of corporate responsibility. In all we do we assume responsibility towards our customers, business partners, employees, the community, and the environment.”

(Source: [*Corporate Responsibility Principles of the ALDI SOUTH Group*](#))

Background

OFCOM advertising regulations prevent unhealthy food products appearing in media directed at anyone under 16 years old. This includes not using celebrities and licenses characters that are popular with children.

Using cartoon characters or child friendly marketing methods .e.g. style, font, language etc is widely considered a marketing tool to specifically appeal to children. This includes on the packaging of children's food products.

ALDI support the government Childhood Obesity Strategy, and their emphasis on responsible marketing across the retail sector. This policy matches HFSS Legislation to support cohesion across Aldi's responsible marketing practices.

Scope

This policy is applicable to all ALDI own brand food and drink products that are considered unhealthy using the products HFSS score. Food products with an NPM score of >3 are considered unhealthy and therefore in scope of this policy. Drink products with an NPM score of >0 is considered unhealthy and therefore in scope of this policy.

The following categories are in scope of this policy:

1. Soft Drinks
2. Crisps & Savoury Snacks
3. Breakfast Cereals
4. Confectionary
5. Ice Cream & Lollies
6. Cakes
7. Biscuits
8. Morning Goods
9. Desserts
10. Yoghurts
11. Pizza
12. Potato Products
- 13a. Ready Meals
- 13b. Meal Centres
- 13c. Breaded & Battered
14. Sweet Spreads & Sauces

The following ALDI Icons are exempt from the Cartoon Character Policy:

- (i) Seal Bars
- (ii) Jelly Babies
- (iii) Walter, Wendy and Leo Vegetarian Sweet Range
- (iv) Deeno
- (v) Kevin the Carrot
- (vi) Cuthbert the Caterpillar
- (vii) Dusty the Dog

Mamia and Gold Key Events (Easter, Halloween and Christmas) are not in scope of this policy.

Policy

It is an ALDI requirement that cartoon characters are not displayed on unhealthy products with the exemption of Aldi Icons, Gold Key Events and Mamia products.

It is an aspiration that cartoon characters are used on the packaging of healthy products that are marketed to children to encourage the consumption of healthy foods and drinks.

Definitions

Requirement: Where policies are stated as a requirement, the policy must be met in order for it to be compliant with the policy. If it is not met, a major (red rated) non-compliance will be raised and sent to the Buying Team. 'Clearance to Supply' (CTS) will not be issued.

Aspiration: Where policies are stated as an aspiration, ALDI would like to work towards achieving this.

Cartoon Characters: Cartoon Characters are images, designs or visuals included in the artwork of a product which are overly animated or characteristic to specifically appeal to children. For example, faces and limbs on fruit images on yoghurts, a monkey on chocolate cereal or an animated splodge on ice lollies. Actual product images are not in scope of the Cartoon Character definition as these are statement of fact, providing these are not further animated.

'Child-friendly' Artwork & Marketing

Inclusions:

- **Imagery:** Cartoon characters are images, designs or visuals included in the artwork of a product which are overly animated or characteristic to specifically appeal to children. For example, faces and limbs on fruit images on yoghurts, a monkey on chocolate cereal or an animated splodge on ice lollies.
- **Style:** For example, bright colours/patterns, animated, 3D animated shapes.
- **Brand Characters**
- **Font:** For example, balloon letters, child friendly fonts, 3D.
- **Media Partnerships:** For example, Disney.
- **Offers:** For example, a free game.
- **Child Themed Language:** For example, 'Made for Kids', 'Just for Kids', playful product names that don't reflect the product themselves.
- **Child Themed Activities:** For example, wordsearches/games on packaging.

Exclusions:

- **Company Logo animations.**
- **Non-Child Themed Lifelike Drawings:** For example, pencil like drawings or sketches.
- **Real product images:** For example, actual product image in different sizes, providing these are not further animated.

Aldi Icons: ALDI Icons are products deemed iconic to the ALDI brand. ALDI Icons have been defined by the NSUST Director and approved by the business. ALDI Icons are stated as below, further ALDI Icons are to be flagged by the Brand Director and reviewed by the NSUST Director on a case-by-case basis, before the start of the design process.

Defined ALDI Icons:

- (i) Seal Bars
- (ii) Jelly Babies



- (iii) Walter, Wendy and Leo Vegetarian Sweet Range
- (iv) Deeno
- (v) Kevin the Carrot
- (vi) Cuthbert the Caterpillar
- (vii) Dusty the Dog

Responsible Marketing Statement:

Reflects our business model, commitments and responsibilities to our customers:

1. We will only make truthful and verifiable claims about our products.
2. We do not offer multi buy promotions on any foods that are high in fat, sugar, and/or salt.
3. We encourage the promotion of healthy and balanced diets by displaying the nutritional information of our products on our packaging and by providing recipes and tips for healthy and balanced diets on our website.
4. Each week we will offer promotions on fruit and vegetables (for example Super 6). We will actively promote our weekly fruit and veg offers.
5. Whenever we promote recipes or suggested meals, we will aim to always use images which depict recommended portion sizes.
6. We will feature people of different ages, genders, ethnicities, abilities, and body shapes in our advertising.
7. We are committed to compliance with the BCAP and CAP Codes.
8. We will verify and substantiate any environmental or ethical claims we make about our products or business practices.