



**Asia-Pacific
Economic Cooperation**

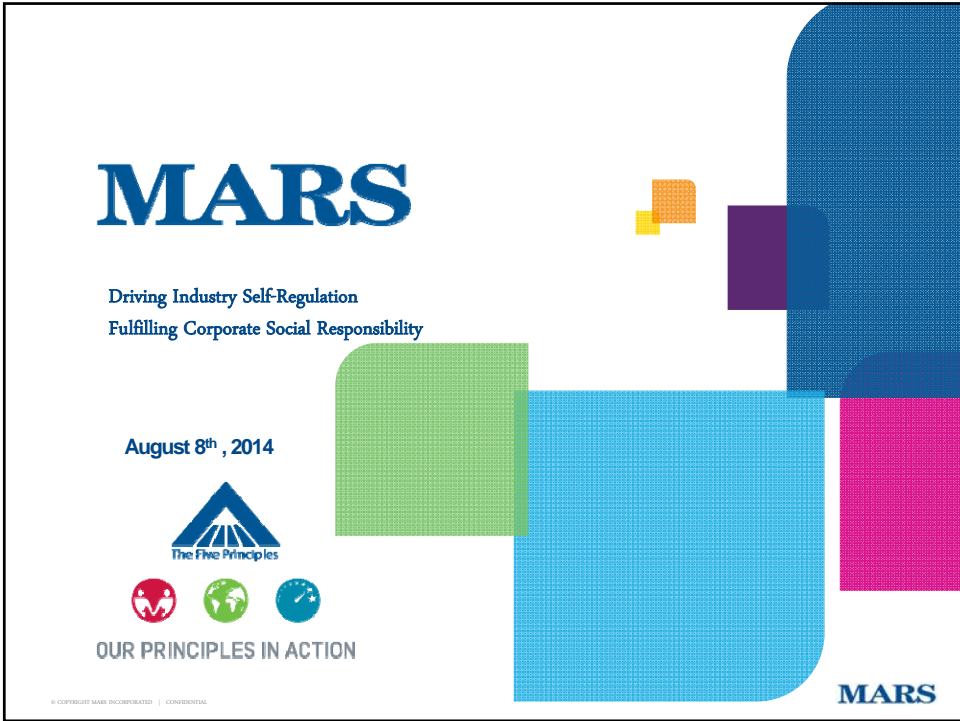
2014/SOM3/CTI/WKSP/007

Driving Industry Self-Regulation Fulfilling Corporate Social Responsibility

Submitted by: Mars




**APEC Advertising Standards Forum and
Mentoring Workshop
Beijing, China
8-9 August 2014**




MARS

Driving Industry Self-Regulation
Fulfilling Corporate Social Responsibility

August 8th, 2014


The Five Principles



OUR PRINCIPLES IN ACTION

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MARS



Content

- Food Industry Leader
High Quality Products
- Driving Industry Self -Regulation
Fulfilling Corporate Social Responsibility
- Promoting Industry Collaboration
Joining Effort of All on Advancing Advertising Industry

MARS

Food Industry Leader
High Quality Products



Mars: Family-Owned Food Company with 100+ Years' History



The Five Principles
Quality Responsibility Mutuality Efficiency Freedom

#1 One of the Leading Food Companies	74 Countries	394 Factories and Offices
\$35 Billion+ Annual Net Sales	6 Business Segments	72,000 Associates



Mars: One of the First Foreign-Funded Food Corporations in China



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Mars: Global Food Safety Center - China 2015



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Mars: The Five Principles

- Quality
- Responsibility
- Mutuality
- Efficiency
- Freedom



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Mars: Time-Honored Advertising History



1911 - First outdoor advertising in commercial history
- Wrigley Products

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Mars Advertising in China

1990 - Sponsored Beijing Asia Games
M&M's-Melts in Your Mouth, Not in Your Hand



2008 - Exclusive chocolate supplier
for the Beijing Olympic Games



2010 - Sponsored the U.S Pavilion at the
2010 Shanghai Expo

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Driving Industry Self-Regulation
Fulfilling Corporate Social Responsibility

MARS

Say NO to 'Advertising to Children'

Mars Global Marketing Code

In 2007, Mars started to lead global advocacy and commitment in:

- NOT advertising to children under 12
- NOT advertising on websites to children under 12
- Prohibiting the purchase of advertisement time or space on media that has over 25% of their target audience as children under 12



Leading Industry Effort on Responsible Advertising to Children



In 2009, Mars proactively participated in an initiative driven by China Advertising Association in

- Promoting balanced and nutritious diet as well as healthy eating habits in advertising activities
- NOT to encourage the excessive consumption of potential health damaging food by children

Leading Industry Effort on Responsible Advertising to Children



✓ In Malaysia, Mars co-chairs the industry Working Group and worked with the Ministry of Health to draft the Malaysia Pledge on Responsible Advertising to Children



PACE-SETTERS: Health Minister Datuk Seri Dr S Subramaniam (seventh left) commending the healthy aspirations put up by the food and beverage industry.

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Leading Industry Effort on Responsible Advertising to Children

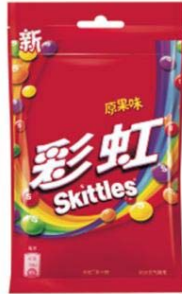


✓ In Vietnam, Mars is among the founding members of the Advertising Appraisal Council (“AAC”), that consists of representatives from both public and private sectors, to promote self-regulation and establish advertising standards

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High Standards in Product Labelling



Strict corporate standards
(Product Claims)

Proactively implement
GDA nutritional labels

每份(袋)含有					营养成分表		
能量	蛋白质	脂肪	碳水化合物	钠	项目	每100克	NRV%
784kJ	0g	2.3g	41.1g	10mg	能量	1739千焦	21%
9%	0%	4%	14%	1%	蛋白质	0克	0%
					脂肪	5.0克	8%
					碳水化合物	91.4克	30%
					钠	22毫克	1%
%营养素参考值(NRV)							

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High Standards in Product Labelling

Environmental protection logo on
all packing of gum products



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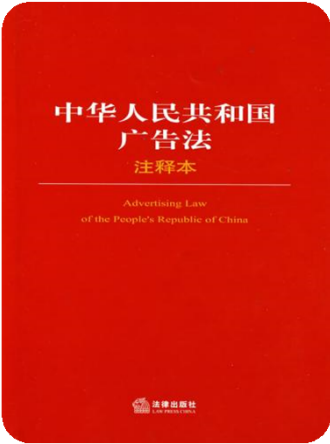
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Promoting Industry Collaboration


Joining Effort of All on Advancing Advertising Industry



Supporting Revision of China Advertising Law



- Recommendations for certain adjustments on the judging standards and legal liability of false advertising
- Emphasis the supervision scale on juvenile-targeted advertisement
- Balance the relationship between enterprise public welfare activities and commercial publicity
- Define the endorsement responsibility of advertisement attestors



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Actively Promoting Industry Communication & Collaboration












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Joining Effort of All on Advancing Advertising Industry

Together...


Commitment to Consumers and Society


Provide safe and quality products, with responsible advertising

Work with Government & Industry Association

Strengthen cooperation with national advertising regulatory authority and industry

Promote advertising industry development





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