

# Social Media Community Guidelines for User-Generated Content

## Article 1. Misuse

**1.1** Commercial Communications should not encourage or condone excessive or irresponsible consumption, nor present abstinence or moderation in any negative way.

**1.2** Commercial Communications should not show people who appear to be drunk or in any way imply that drunkenness is acceptable.

**1.3** Commercial Communications should not suggest any association with violent, aggressive, illegal, dangerous or antisocial behavior.

**1.4** Commercial Communications should avoid any association with, acceptance of, or allusion to drug culture or illicit drugs.

**1.5** For all print, TV, cinema and digital advertisements, a responsible drinking message (RDM) shall be included. The RDM must be clearly legible and noticeable on the advertisement. For digital media, the application of this rule is discussed further in the annexed digital guidelines. Unless technically not feasible, to ensure legibility and visibility the RDM shall:

- be prominent, horizontal and affixed in a clearly visible place
- be in a font and/or color which clearly contrasts with the background
- be of a height of letters equal to 1/100 of the overall sum of height and width of the advertisement if no other stricter minimum size is required by the industry or any local law or regulation. If the RDM consists of or includes a logo, it should be of an appropriate size to ensure legibility.

The RDM should be expressed in the language most easily understood by the target audience and adapted to local situations. In the EU, all print local advertisements and POS materials will, unless other local requirement, preferably include the website address of the self-regulation website for consumer information ([www.drinkaware.co.uk](http://www.drinkaware.co.uk), [www.responsibledrinking.eu](http://www.responsibledrinking.eu) [www.disfrutadeunconsumoresponsable.com](http://www.disfrutadeunconsumoresponsable.com) or [www.wineinmoderation.eu](http://www.wineinmoderation.eu)). If this web address is self-speaking an additional RDM may be used, but is not mandatory on the advertisement.

**1.6** As a signatory of the IARD (International Alliance for Responsible Drinking) [www.iard.org](http://www.iard.org) 5 commitments, PERNOD RICARD will provide on all bottle labels, by the end

of 2017, a “consumer info website” about the risks of excessive or inappropriate drinking (as specified in the attached pdf guidelines)

## Article 2. Minors

**2.1** Commercial Communications should not be primarily aimed at minors, nor show minors consuming alcohol beverages.

**2.2** Commercial Communications should only promote alcohol where at least 70 percent of the audience are reasonably expected to be adults of Legal Purchase Age or Legal Drinking Age (1) or older (e.g., print, broadcast, digital, events). They should not promote alcohol beverages where more than 30 percent of the audience is known or reasonably expected to be minors. In the U.S., the standard is 71.6 percent and 75 percent in UK, so if the communications can be seen by audiences in those countries, they must comply with the highest standard.

**2.3** Commercial Communications should not use models and actors who are not at least 25 years of age.

**2.4** Commercial Communications should not use objects, images, styles, symbols, colors, music and characters (either real or fictitious, including cartoon figures or celebrities such as sports heroes) of primary appeal to children or adolescents. (2)

**2.5** Commercial Communications should not use brand identification such as names, logos, games, game equipment or other items of primary appeal to minors.

- (1) For this Code, the Legal Purchase Age (LPA) or Legal Drinking Age (LDA) is the minimum age to buy or drink alcohol in the relevant local jurisdiction. Should no local LPA/LDA exist, or should a breakdown of the respective local LPA not be available; 18 years of age should be used.*
- (2) In the E.U, Pernod Ricard is a signatory of the “Responsible Marketing Pact” which contains as a best practice guidance a “black list” and a “road test” to ensure compliance with that commitment.*

## Article 3. Drinking and Driving

**3.1** Commercial Communications should not suggest that the consumption of alcohol beverages is acceptable before or while driving motor vehicles or equipment of any kind, including but not limited to speed boats, jet-skis, snow-mobiles or airplanes.

**3.2** Any association of our brands with motor sports must be managed in respect of principles defined by art 3.1

## **Article 4. Hazardous Activities, Workplace & Recreation**

Commercial Communications should not suggest that the consumption of alcohol beverages is acceptable before or while operating potentially dangerous machinery, or with undertaking any potentially hazardous recreational or work-related activity.

## **Article 5. Health Aspects**

**5.1** Commercial Communications should not claim or imply that alcohol beverages may have therapeutic properties or that consumption may help prevent, treat or cure any human disease or illness.

**5.2** Where permitted by law, Commercial Communications using truthful and accurate factual statements about carbohydrate, calories or other nutrient content may be appropriate in some circumstances.

## **Article 6. Pregnancy**

**6.1** Commercial Communications should not show a pregnant woman drinking or be aimed at pregnant women.

**6.2** All **PERNOD RICARD** bottles shall include the pregnancy logo as specified in the attached guidelines, unless otherwise prescribed by local laws.

## **Article 7. Alcohol Content**

**7.1** Commercial Communications should not create any confusion as to the nature or content of alcohol beverages.

**7.2** Commercial Communications may present information for consumers on alcoholic content, but should not emphasize high alcoholic content as a dominant theme in any brand communications. However, messages may not imply or state that consuming alcohol beverages of low alcohol content will avoid abuse.

Commercial Communications should not create the impression that consumption of alcohol beverages enhances mental ability or physical performance or has an energizing effect, e.g. when engaging in activities requiring concentration in order to be safely executed.

## **Article 8. Performance**

Commercial Communications should not create the impression that consumption of alcohol beverages enhances mental ability or physical performance or has an energizing effect, e.g. when engaging in activities requiring concentration in order to be safely executed.



## **Article 9. Social Success**

Commercial Communications should not suggest that the consumption of alcohol beverages is a requirement for social acceptance or success.

## **Article 10. Sexual Success**

**10.1** Under no circumstances should Commercial Communications, offend generally prevailing standards of taste and decency.

**10.2** Commercial Communications should not suggest that the consumption of alcohol beverages enhances sexual capabilities, attractiveness or leads to sexual success.

## **Article 11. Product Innovation**

For all Brands, special care must be taken with “new products” and related marketing activities.

**11.1** New products include entirely new to market, as well as existing product, innovations where a significant change in labeling, packaging or flavor is proposed.

**11.2** New products and their related marketing activities should not be directed at or primarily appeal to minors or underage persons. New products and their related marketing activities should not be associated with the use of codes, terms, symbols or words associated with youth culture.

**11.3** New products and related marketing activities should not imply or state that they should be consumed excessively.

**11.4** New products and their related marketing activities should not lead to consumer confusion with non-alcoholic beverages. Branding and alcohol content should be indicated in a clear visible place and of an appropriate size to ensure legibility so it is reasonably clear that the product is a beverage alcohol product.

**11.5 PERNOD RICARD** should not produce any beverage alcohol product that contains excessive amounts of added stimulants (1) and should not market any beverage alcohol product or promote any beverage alcohol combination as delivering energizing or stimulating effects.

**11.6** The Responsible Marketing Panel (RMP) shall in the first instance review compliance with the

**PERNOD RICARD** Code for Commercial Communications. Such review should be supported by any marketing materials or brief that is reasonably necessary for the RMP to



determine whether there is compliance. For example, the materials should at a minimum describe the manner in which the new product is planned to be marketed and promoted (the consumer insight, target group...)

*(1) No more than 200 mg/l of caffeine based on a consensus of research and regulatory information, as outlined in the report Stimulants Added to Alcohol Beverages: Research Review and Discussion.*