

The Coca-Cola Company proudly claims it does not advertise to children under 12. Yet, the company violates this commitment by sponsoring physical activity programs in primary schools. In Mexico, the company sponsors a campaign called " Movimiento Bienestar" or "Well-being Movement."



Figure 1: "Movimiento Bienestar"

CONCEPTO



Figure 2: "Logo"

The Campaign is "principally" ("principalmente") aimed at "primary schools" ("escuelas...primarias"), which with children between 6 and 13 years of age represents an explicit focus on children under 12.

ACTIVACIÓN EN PRIMARIAS

¿Qué queremos lograr?

Promover la actividad física, como parte de nuestro compromiso con el bienestar físico y emocional, capturando puntos clave del canal de escuelas (principalmente primarias).

Figure 3: "Primary schools"

Promotional materials – including advertisements – prominently feature these children, as the Company admits in Figure 4b: "We will also use images of these same children as stars of the game" ("También utilizaremos imágenes de los mismos niños como protagonistas del juego.")

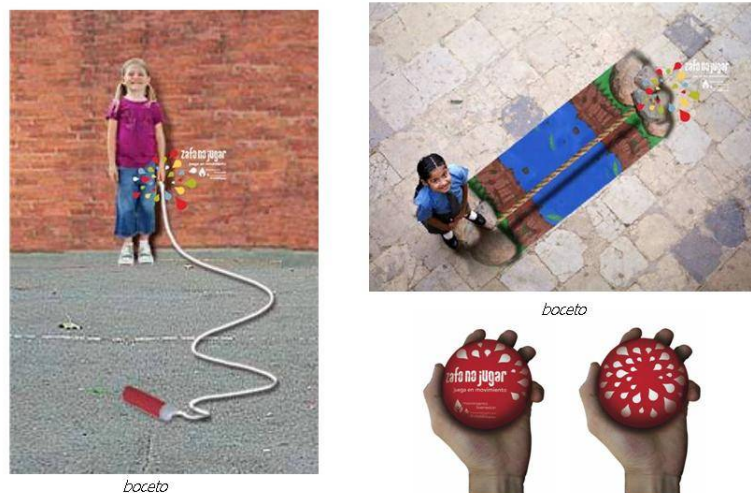


Figure 4a: "Children in Ads 1"

También utilizaremos imágenes de los mismos niños como protagonistas del juego.



boceto

Figure 4b: "Children in Ads 2"

As part of the Company's campaign, parents are encouraged to support their primary school children choosing Coke products to "satisfy their thirst for excitement, freshness or curiosity" ("su sed de emocion, fresca, o curiosidad"). While parents are encouraged to make "adequate" or "appropriate" choices for their children, no nutritional information or health advisories have been associated with this "Well-being" campaign. "Drink a lot of liquids" ("*bebe muchos líquidos*"), a constant refrain, carefully avoids advising children or parents *which* products to choose.

Texto folleto para Mamás

Para un correcto desarrollo, tus hijos necesitan hacer actividad física diariamente. Un niño debe ser activo y al estar en movimiento crecerá sano y feliz.

Durante todo el día, ofréceles distintas bebidas que les ayuden a recuperar los líquidos que pierden y que satisfagan su sed de emoción, frescura o curiosidad.

El beber líquidos suficientes mantiene a tus hijos hidratados, contribuyendo a su bienestar. Su cuerpo rinde más, su mente se enfoca mejor y su espíritu se refresca.

Elige de manera adecuada las bebidas que les das, de acuerdo a los ingredientes que necesitan y al momento que están viviendo. Ayúdalos a disfrutar plenamente, acompañándolos y nutriéndolos gota a gota.

Con más de 90 opciones, la Compañía Coca-Cola te ofrece una amplia variedad de bebidas para satisfacer todas las necesidades de tus hijos en sus diferentes etapas de vida.

Figure 5: "Pamphlets for Parents"

The promotion campaign materials clearly picture regular Coca-cola as shown below.



Figure 6: "Mini-cans ("mini-latas") of regular products to be used"



Figure 7: "School vending machines with Coca-Cola"

In addition, the company's campaign provides schools with labels for school materials, bookmarks, playground materials, etc. Promotion of regular Coca-Cola, albeit in smaller portions, is a key feature of the entire so-called physical activity campaign. The campaign even "dresses up" ("vestir") the school grounds, potentially contributing little to the infrastructure while spreading Coke's colors further into the school.



Figure 8: "Playgrounds for advertising, marginal investment"

Depicted on the school building itself is a giant poster that identifies Coca-Cola as the sponsor of this campaign:



Figure 9: "Schools as billboards"

This campaign, rather than promoting good dietary habits, actually constitutes advertising of Coca-cola to young children, in violation of the Company's pledge not to do so, and indicates why mandatory government regulation is necessary to limit soft drink marketing to children.