

DEUTSCHER WERBERAT

GERMAN STANDARDS ADVERTISING COUNCIL RULES OF CONDUCT ON ADVERTISING WITH AND FOR CHILDREN ON RADIO AND TELEVISION

(1998)

The Deutscher Werberat

desires to counteract any conduct in competition that violates the principles of fair competition or the effectiveness of same and to encourage conduct that conforms to these principles.

It supports adherence to the "International Code of Advertising Practice".

The Deutscher Werberat has therefore drawn up the following Rules of Conduct on advertising with and for children on radio and television:

In advertising with children and in advertising that is addressed specifically to children, the following principles in particular shall be observed in the design and realizing of advertising measures:

1. They should contain no statements by children about the special advantages and features of the product, that do not conform to the natural utterances of the child.
2. They should contain no direct requests for purchase or consumption addressed to children.
3. They should contain no direct requests by/and or to children to induce others to buy a product.
4. They should not exploit or abuse the special trust which children usually place in certain persons.
5. Aleatory advertising media (e.g. free raffles, prize competitions and puzzles etc.) should not mislead the potential purchaser, should not allure by the offer of excessive advantages, should not exploit gambling instincts and should not indulge in touting.
6. They should not present penal offences or other misconduct by which persons may be endangered or allow same to be published as worthy of imitation or approval.

The following additionally applies to television advertising with or specifically aimed at minors and to teleshopping, taking into account the EU Television Directive of 3 October 1989 as amended on 30 June 1997:



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7. Juveniles shall not be directly exhorted to buy a product or service by exploiting their inexperience or credulity.
8. Juveniles shall not be directly exhorted to persuade their parents or others to purchase the goods or services being advertised.
9. The special trust juveniles place in parents, teachers and other persons shall not be exploited.
10. Juveniles shall not be shown in dangerous situations unless there is a legitimate reason for doing so.