



International Chamber of Commerce

The world business organization

Department of Business Policy and Practice

Commission on Marketing and Advertising

Key Messages of the Consolidated ICC Code

Marketing communications are defined in a broad sense and include advertising as well as other techniques, such as promotions, sponsorships and direct marketing.

Marketers and practitioners should ensure that their advertising and marketing communications **are**:

Fair - Respect the principles of fair competition, all applicable laws and adhere to the ICC Code in spirit as well as in fact.

Decent - Always maintain ethical standards; avoid offending prevailing standards of decency in countries or cultures concerned.

Honest - Ensure consumers have or can easily and timely access information necessary for their decisions. Do not make unjustifiable use of the name, logo, trademark etc of another company or organization, nor in any other way take advantage of the goodwill of others.

Truthful - Check all content is accurate and not presented in a way likely to mislead consumers. All verifiable claims and facts must be capable of substantiation at the time of use.

Suitable for Children - Take special care with messages intended for or featuring children. Make sure such messages do not exploit children's natural credulity, or undermine positive social behavior, lifestyles and attitudes; avoidance of unsuitable products; and never include children's messages in media where editorial matter is unsuitable.

Socially Responsible - Respect human dignity and the environment. Never condone or encourage discrimination, violent or other anti-social behavior, or exploit the misfortune of others. Never denigrate or ridicule any person or group, organization, product, profession etc.

Respecting Privacy - Respect the rights and privacy of individuals from whom data are collected.

Clearly Distinguishable - Ensure messages are clearly identifiable as marketing communiqué, distinguishable as such and not susceptible to being confused with editorial content.

Honest Product Endorsements - Use testimonials or endorsements only if they are genuine, verifiable and relevant. Do not portray or refer to anyone without prior consent.

The Code is available online at the ICC website www.iccwbo.org where further guidance is provided with regard to its use.

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