

Unilever vows to stop advertising to kids under 12

According to a report by *The Drum*, Unilever will stop advertising its food and beverage products to children under the age of 12 on traditional and social media. This comes under the guidance of new brand boss Conny Braams.

The FMCG-giant has been on a mission for the past year to ensure the content and placement of its adverts meet conditions set under a "Responsibility Framework" established with now-departed chief marketing officer Keith Weed.

It will also stop working with any influencers and celebrities who primarily appeal to children and would also limit its use of cartoon characters to promote products.

Read the full story [here](#).

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