Annex 1

Тable 1. Prevalence of the advertised product type by channel (n 11679), Russian Federation, March-April 2017

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Type of advertisement | Disney | | Karusel | | Pjatnitsa | | STS | | TNT | | Total | |
| Pharmaceuticals | 631 | 25.3% | 109 | 14.4% | 541 | 20.4% | 278 | 10.9% | 426 | 13.2% | 1985 | 17.0% |
| Channel promotions | 392 | 15.7% | 86 | 11.4% | 518 | 19.5% | 448 | 17.6% | 546 | 16.9% | 1990 | 17.0% |
| Education | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 1 | 0.0% | 0 | 0.0% | 1 | 0.0% |
| Information announcements, sponsored by food companies | 16 | 6.4% | 4 | 0.5% | 53 | 2.0% | 104 | 4.1% | 85 | 2.6% | 262 | 2.2% |
| Baby’s formula up to 1 year | 63 | 2.5% | 56 | 7.4% | 81 | 3.1% | 59 | 2.3% | 59 | 1.8% | 318 | 2.7% |
| Financial | 4 | 0.2% | 0 | 0.0% | 65 | 2.4% | 99 | 3.9% | 149 | 4.6% | 317 | 2.7% |
| Household cleaners/detergents | 65 | 2.6% | 16 | 2.1% | 42 | 1.6% | 19 | 0.7% | 39 | 1.2% | 181 | 1.5% |
| Toiletries | 366 | 14.7% | 62 | 8.2% | 212 | 8.0% | 210 | 8.3% | 249 | 7.7% | 1099 | 9.4% |
| Utilities | 165 | 6.6% | 0 | 0.0% | 79 | 3.0% | 80 | 3.1% | 70 | 2.2% | 394 | 3.4% |
| Other (diary production and product range) | 28 | 1.1% | 5 | 0.7% | 0 | 0.0% | 92 | 3.6% | 38 | 1.2% | 163 | 1.4% |
| Clothes/Shoes | 13 | 0.5% | 19 | 2.5% | 6 | 0.2% | 23 | 0.9% | 85 | 2.6% | 146 | 1.3% |
| Food and beverages | 349 | 14.0% | 150 | 19.9% | 581 | 21.9% | 583 | 22.9% | 584 | 18.1% | 2247 | 19.2% |
| Household equipment | 55 | 2.2% | 0 | 0.0% | 36 | 1.4% | 15 | 0.6% | 32 | 1.0% | 138 | 1.2% |
| Retailing and mail order | 80 | 3.2% | 22 | 2.9% | 210 | 7.9% | 263 | 10.4% | 366 | 11.3% | 941 | 8.1% |
| Toys | 189 | 7.6% | 221 | 29.3% | 10 | 0.4% | 56 | 2.2% | 5 | 0.2% | 481 | 4.1% |
| Sausage factories | 0 | 0.0% | 0 | 0.0% | 21 | 0.8% | 36 | 1.4% | 46 | 1.4% | 103 | 0.9% |
| Motoring | 0 | 0.0% | 0 | 0.0% | 27 | 1.0% | 18 | 0.7% | 61 | 1.9% | 106 | 0.9% |
| Entertainment | 66 | 2.6% | 3 | 0.4% | 152 | 5.7% | 134 | 5.3% | 340 | 10.5% | 695 | 6.0% |
| Publishing | 10 | 0.4% | 0 | 0.0% | 0 | 0.0% | 11 | 0.4% | 25 | 0.8% | 46 | 0.4% |
| Pet products | 3 | 0.1% | 2 | 0.3% | 6 | 0.2% | 4 | 0.2% | 21 | 0.6% | 36 | 0.3% |
| Travel/Transport/Holidays | 0 | 0.0% | 0 | 0.0% | 14 | 0.5% | 8 | 0.3% | 8 | 0.2% | 30 | 0.3% |
| Public service announcements | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Total | 2495 | 100% | 755 | 100% | 2654 | 100% | 2541 | 100% | 3234 | 100% | 11679 | 100% |

Table 2. Prevalence of the types according to WHO Regional Office for Europe Nutrient Profile Model food category code by channels (n 2247), Russian Federation, March-April 2017

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Type according to WHO NP food category code | Disney | | Karusel | | Pjatnitsa | | STS | | TNT | | Total | |
| Beverages – other | 82 | 23.5% | 31 | 20.7% | 137 | 23.6% | 145 | 24.9% | 146 | 25.0% | 541 | 24.1% |
| Yoghurts, sour milk, cream and other similar foods | 105 | 30.1% | 48 | 32.0% | 66 | 11.4% | 64 | 11.0% | 55 | 9.4% | 338 | 15.0% |
| Chocolate and sugar confectionery, etc. | 56 | 16.0% | 25 | 16.7% | 76 | 13.1% | 73 | 12.5% | 47 | 8.0% | 277 | 12.3% |
| Ready-made and convenience foods and composite dishes | 0 | 0.0% | 0 | 0.0% | 52 | 9.0% | 90 | 15.4% | 83 | 14.2% | 225 | 10.0% |
| Processed meat, poultry, fish and similar | 0 | 0.0% | 0 | 0.0% | 53 | 9.1% | 44 | 7.5% | 88 | 15.1% | 185 | 8.2% |
| Beverages – juices | 25 | 7.2% | 20 | 13.3% | 44 | 7.6% | 44 | 7.5% | 30 | 5.1% | 163 | 7.3% |
| Cakes. sweet biscuits and pastries | 21 | 6.0% | 10 | 6.7% | 20 | 3.4% | 30 | 5.1% | 14 | 2.4% | 95 | 4.2% |
| Cheese | 23 | 6.6% | 5 | 3.3% | 13 | 2.2% | 16 | 2.7% | 16 | 2.7% | 73 | 3.2% |
| Beverages – milk drinks | 14 | 4.0% | 8 | 5.3% | 18 | 3.1% | 18 | 3.1% | 14 | 2.4% | 72 | 3.2% |
| Sauces. dips and dressings | 18 | 5.2% | 1 | 0.7% | 17 | 2.9% | 16 | 2.7% | 7 | 1.2% | 59 | 2.6% |
| Savoury snacks | 2 | 0.6% | 0 | 0.0% | 28 | 4.8% | 7 | 1.2% | 19 | 3.3% | 56 | 2.5% |
| Edible ices | 0 | 0.0% | 0 | 0.0% | 17 | 2.9% | 13 | 2.2% | 10 | 1.7% | 40 | 1.8% |
| Beverages – energy drinks | 0 | 0.0% | 0 | 0.0% | 10 | 1.7% | 9 | 1.5% | 16 | 2.7% | 35 | 1.6% |
| Breakfast cereals | 0 | 0.0% | 2 | 1.3% | 5 | 0.9% | 11 | 1.9% | 13 | 2.2% | 31 | 1.4% |
| Fresh or dried pasta, rice and grains (not including filled pasta and pasta in sauce) | 0 | 0.0% | 0 | 0.0% | 19 | 3.3% | 3 | 0.5% | 8 | 1.4% | 30 | 1.3% |
| Fresh and frozen meat, poultry, fish and similar (including eggs) | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 16 | 2.7% | 16 | 0.7% |
| Processed fruit, vegetables and legumes | 3 | 0.9% | 0 | 0.0% | 2 | 0.3% | 0 | 0.0% | 1 | 0.2% | 6 | 0.3% |
| Butter and other fats and oils | 0 | 0.0% | 0 | 0.0% | 4 | 0.7% | 0 | 0.0% | 1 | 0.2% | 5 | 0.2% |
| Bread. bread products and crisp breads (including ordinary bread) | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Fresh and frozen fruit. vegetables or legumes | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Total | 349 | 100% | 150 | 100% | 581 | 100% | 583 | 100% | 584 | 100% | 2247 | 100% |

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Table 3. Prevalence of the food and beverage types that could not be evaluated according to the WHO Regional Office for Europe Nutrient Profile Model by channels (n 415), Russian Federation, March-April 2017

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Type according to WHO NP food category code | Disney | | Karusel | | Pjatnitsa | | STS | | TNT | | Total | |
| Yoghurts. sour milk, cream and other similar foods | 42 | 85.7% | 22 | 78.6% | 33 | 21.2% | 36 | 36.7% | 17 | 20.2% | 150 | 36.1% |
| Processed meat, poultry, fish and similar | 0 | 0.0% | 0 | 0.0% | 35 | 22.4% | 7 | 7.1% | 23 | 27.4% | 65 | 15.7% |
| Beverages – other | 0 | 0.0% | 0 | 0.0% | 26 | 16.7% | 13 | 13.3% | 19 | 22.6% | 58 | 14.0% |
| Cheese | 4 | 8.2% | 5 | 17.9% | 12 | 7.7% | 16 | 16.3% | 8 | 9.5% | 45 | 10.8% |
| Savoury snacks | 0 | 0.0% | 0 | 0.0% | 16 | 10.3% | 2 | 2.0% | 7 | 8.3% | 25 | 6.0% |
| Sauces, dips and dressings | 0 | 0.0% | 0 | 0.0% | 6 | 3.8% | 13 | 13.3% | 2 | 2.4% | 21 | 5.1% |
| Fresh or dried pasta, rice and grains (not including filled pasta and pasta in sauce) | 0 | 0.0% | 0 | 0.0% | 19 | 12.2% | 1 | 1.0% | 0 | 0.0% | 20 | 4.8% |
| Ready-made and convenience foods and composite dishes | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 6 | 6.1% | 4 | 4.8% | 10 | 2.4% |
| Beverages – milk drinks | 0 | 0.0% | 1 | 3.6% | 3 | 1.9% | 3 | 3.1% | 2 | 2.4% | 9 | 2.2% |
| Processed fruit, vegetables and legumes | 3 | 6.1% | 0 | 0.0% | 2 | 1.3% | 0 | 0.0% | 1 | 1.2% | 6 | 1.4% |
| Butter and other fats and oils | 0 | 0.0% | 0 | 0.0% | 4 | 2.6% | 0 | 0.0% | 1 | 1.2% | 5 | 1.2% |
| Beverages – energy drinks | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 1 | 1.0% | 0 | 0.0% | 1 | 0.2% |
| Total | 49 | 100% | 28 | 100% | 156 | 100% | 98 | 100% | 84 | 100% | 415 | 100% |

WHO Regional Office for Europe Nutrient Profile Model

Table 4. Prevalence of the primary persuasive appeal used for advertising all products by channel (n 2247), Russian Federation, March-April 2017

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Primary persuasive appeal | Disney | | Karusel | | Pjatnitsa | | STS | | TNT | | Total | |
| Health/nutrition (e.g. "packed full of vitamins") | 107 | 30.7% | 65 | 43.3% | 73 | 12.6% | 74 | 12.7% | 47 | 8.0% | 366 | 16.3% |
| Enjoyment/satisfaction (e.g. Shows people eating the product and smiling) | 74 | 21.2% | 14 | 9.3% | 61 | 10.5% | 62 | 10.6% | 53 | 9.1% | 264 | 11.7% |
| Price (e.g. "only 99 p") | 0 | 0.0% | 0 | 0.0% | 55 | 9.5% | 99 | 17.0% | 100 | 17.1% | 254 | 11.3% |
| Taste (e.g. "great-tasting snack") | 2 | 0.6% | 2 | 1.3% | 51 | 8.8% | 28 | 4.8% | 119 | 20.4% | 202 | 9.0% |
| New product introduction (e.g. "introducing this new snack, try it!") | 40 | 11.5% | 23 | 15.3% | 47 | 8.1% | 58 | 9.9% | 27 | 4.6% | 195 | 8.7% |
| Fun(e.g. The product is fun, eating it is fun, or children would be showing a fun side if they bought this product) | 20 | 5.7% | 11 | 7.3% | 64 | 11.0% | 39 | 6.7% | 37 | 6.3% | 171 | 7.6% |
| Premium/contest (e.g. "if you buy this product. you could be in with a chance of winning") | 35 | 10.0% | 22 | 14.7% | 22 | 3.8% | 15 | 2.6% | 32 | 5.5% | 126 | 5.6% |
| Peer status/sex appeal (e.g. "be the envy of your friends!") | 9 | 2.6% | 10 | 6.7% | 25 | 4.3% | 53 | 9.1% | 15 | 2.6% | 112 | 5.0% |
| Unique (e.g. "there's no other snack like it!") | 19 | 5.4% | 0 | 0.0% | 23 | 4.0% | 39 | 6.7% | 27 | 4.6% | 108 | 4.8% |
| Corporate information (e.g. "this snack is brought to you by the most famous chocolate manufacturer in the world"). | 13 | 3.7% | 0 | 0.0% | 34 | 5.9% | 27 | 4.6% | 26 | 4.5% | 100 | 4.5% |
| Humour(e.g. the advertisement contains jokes) | 2 | 0.6% | 3 | 2.0% | 46 | 7.9% | 22 | 3.8% | 21 | 3.6% | 94 | 4.2% |
| Convenience (e.g. "easy to eat on the go") | 0 | 0.0% | 0 | 0.0% | 24 | 4.1% | 13 | 2.2% | 46 | 7.9% | 83 | 3.7% |
| Energy (e.g. "this product will give you a burst of energy") | 23 | 6.6% | 0 | 0.0% | 10 | 1.70% | 21 | 3.6% | 12 | 2.1% | 66 | 2.9% |
| General superiority (e.g. "the best chocolate bar there is") | 3 | 0.9% | 0 | 0.0% | 13 | 2.2% | 11 | 1.9% | 8 | 1.4% | 35 | 1.6% |
| Weight loss/diet (e.g. "low fat" or "now only 100 calories") | 1 | 0.3% | 0 | 0.0% | 8 | 1.4% | 16 | 2.7% | 6 | 1.0% | 31 | 1.4% |
| Offers choices/options (e.g. "has 12 different flavours") | 1 | 0.3% | 0 | 0.0% | 18 | 3.1% | 2 | 0.3% | 5 | 0.9% | 26 | 1.2% |
| Quantity (e.g. "now in an even bigger pack) | 0 | 0.0% | 0 | 0.0% | 5 | 0.9% | 2 | 0.3% | 3 | 0.5% | 10 | 0.4% |
| Other | 0 | 0.0% | 0 | 0.0% | 2 | 0.3% | 2 | 0.3% | 0 | 0.0% | 4 | 0.2% |
| Total | 349 | 100% | 150 | 100% | 581 | 100% | 583 | 100% | 584 | 100% | 2247 | 100% |

WHO Regional Office for Europe Nutrient Profile Model

Table 5. Prevalence of the primary persuasive appeal used for advertising not permitted products according to the WHO Regional Office for Europe Nutrient Profile Model by channels (n 1443), Russian Federation, March-April 2017

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Primary persuasive appeal | Disney | | Karusel | | Pjatnitsa | | STS | | TNT | | Total | |
| Price (e.g. "only 99 p") | 0 | 0.0% | 0 | 0.0% | 53 | 14.7% | 97 | 24.9% | 100 | 25.6% | 250 | 17.3% |
| New product introduction (e.g. "introducing this new snack, try it!") | 32 | 15.1% | 17 | 18.7% | 47 | 13.1% | 46 | 11.8% | 20 | 5.1% | 162 | 11.2% |
| Enjoyment/satisfaction (e.g. Shows people eating the product and smiling) | 46 | 21.7% | 8 | 8.8% | 43 | 11.9% | 30 | 7.7% | 18 | 4.6% | 145 | 10.0% |
| Health/nutrition (e.g. "packed full of vitamins") | 37 | 17.5% | 28 | 30.8% | 26 | 7.2% | 24 | 6.2% | 16 | 4.1% | 131 | 9.1% |
| Premium/contest (e.g. "if you buy this product. you could be in with a chance of winning") | 35 | 16.5% | 22 | 24.2% | 19 | 5.3% | 13 | 3.3% | 31 | 7.9% | 121 | 8.4% |
| Fun(e.g. The product is fun. eating it is fun. or children would be showing a fun side if they bought this product) | 20 | 9.4% | 11 | 12.1% | 29 | 8.1% | 30 | 7.7% | 31 | 7.9% | 120 | 8.3% |
| Taste (e.g. "great-tasting snack") | 2 | 0.9% | 2 | 2.2% | 22 | 6.1% | 20 | 5.1% | 61 | 15.6% | 107 | 7.4% |
| Peer status/sex appeal (e.g. "be the envy of your friends!") | 0 | 0.0% | 0 | 0.0% | 23 | 6.4% | 50 | 12.8% | 13 | 3.3% | 86 | 6.0% |
| Corporate information (e.g. "this snack is brought to you by the most famous chocolate manufacturer in the world"). | 13 | 6.1% | 0 | 0.0% | 27 | 7.5% | 15 | 3.8% | 19 | 4.9% | 74 | 5.1% |
| Humour(e.g. The advertisement contains jokes) | 2 | 0.9% | 3 | 3.3% | 33 | 9.2% | 20 | 5.1% | 14 | 3.6% | 72 | 5.0% |
| Unique (e.g. "there's no other snack like it!") | 8 | 3.8% | 0 | 0.0% | 4 | 1.1% | 13 | 3.3% | 20 | 5.1% | 45 | 3.1% |
| Energy (e.g. "this product will give you a burst of energy") | 16 | 7.5% | 0 | 0.0% | 5 | 1.4% | 14 | 3.6% | 3 | 0.8% | 38 | 2.6% |
| Convenience (e.g. "easy to eat on the go") | 0 | 0.0% | 0 | 0.0% | 4 | 1.1% | 4 | 1.0% | 29 | 7.4% | 37 | 2.6% |
| General superiority (e.g. "the best chocolate bar there is") | 0 | 0.0% | 0 | 0.0% | 13 | 3.6% | 7 | 1.8% | 8 | 2.1% | 28 | 1.9% |
| Offers choices/options (e.g. "has 12 different flavours") | 0 | 0.0% | 0 | 0.0% | 5 | 1.4% | 1 | 0.3% | 3 | 0.8% | 9 | 0.6% |
| Quantity (e.g. "now in an even bigger pack) | 0 | 0.0% | 0 | 0.0% | 5 | 1.4% | 0 | 0.0% | 3 | 0.8% | 8 | 0.6% |
| Weight loss/diet (e.g. "low fat" or "now only 100 calories") | 1 | 0.5% | 0 | 0.0% | 2 | 0.6% | 4 | 1.0% | 1 | 0.3% | 8 | 0.6% |
| Other | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 2 | 0.5% | 0 | 0.0% | 2 | 0.1% |
| Total | 212 | 100% | 91 | 100% | 360 | 100% | 390 | 100% | 390 | 100% | 1443 | 100% |

WHO Regional Office for Europe Nutrient Profile Model

Table 6. Prevalence of the primary persuasive appeal used for advertising permitted products according to the WHO Regional Office for Europe Nutrient Profile Model by channels (n 389), Russian Federation, March-April 2017

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Primary persuasive appeal | Disney | | Karusel | | Pjatnitsa | | STS | | TNT | | Total | |
| Enjoyment/satisfaction (e.g. Shows people eating the product and smiling) | 27 | 30.7% | 4 | 12.9% | 7 | 10.8% | 29 | 30.5% | 16 | 14.5% | 83 | 21.3% |
| Health/nutrition (e.g. "packed full of vitamins") | 27 | 30.7% | 17 | 54.8% | 11 | 16.9% | 12 | 12.6% | 14 | 12.7% | 81 | 20.8% |
| Taste (e.g. "great-tasting snack") | 0 | 0.00% | 0 | 0.0% | 13 | 20.0% | 7 | 7.4% | 51 | 46.4% | 71 | 18.3% |
| Unique (e.g. "there's no other snack like it!") | 11 | 12.5% | 0 | 0.0% | 13 | 20.0% | 9 | 9.5% | 7 | 6.4% | 40 | 10.3% |
| Peer status/sex appeal (e.g. "be the envy of your friends!") | 9 | 10.2% | 10 | 32.3% | 0 | 0.0% | 3 | 3.2% | 1 | 0.9% | 23 | 5.9% |
| Energy (e.g. "this product will give you a burst of energy") | 7 | 8.0% | 0 | 0.0% | 5 | 7.7% | 4 | 4.2% | 4 | 3.6% | 20 | 5.1% |
| Weight loss/diet (e.g. "low fat" or "now only 100 calories") | 0 | 0.0% | 0 | 0.0% | 5 | 7.7% | 10 | 10.5% | 5 | 4.5% | 20 | 5.1% |
| Fun**\*** (e.g. The product is fun. eating it is fun. or children would be showing a fun side if they bought this product) | 0 | 0.0% | 0 | 0.0% | 8 | 12.3% | 3 | 3.2% | 3 | 2.7% | 14 | 3.6% |
| Corporate information (e.g. "this snack is brought to you by the most famous chocolate manufacturer in the world"). | 0 | 0.0% | 0 | 0.0% | 3 | 4.6% | 7 | 7.4% | 4 | 3.6% | 14 | 3.6% |
| New product introduction (e.g. "introducing this new snack. try it!") | 6 | 6.8% | 0 | 0.0% | 0 | 0.0% | 3 | 3.2% | 0 | 0.0% | 9 | 2.3% |
| Convenience (e.g. "easy to eat on the go") | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 5 | 4.5% | 5 | 1.3% |
| General superiority (e.g. "the best chocolate bar there is") | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 4 | 4.2% | 0 | 0.0% | 4 | 1.0% |
| Quantity ("now in an even bigger pack) | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 2 | 2.1% | 0 | 0.0% | 2 | 0.5% |
| Offers choices/options (e.g. "has 12 different flavours") | 1 | 1.1% | 0 | 0.0% | 0 | 0.0% | 1 | 1.1% | 0 | 0.0% | 2 | 0.5% |
| Premium/contest (e.g. "if you buy this product. you could be in with a chance of winning") | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 1 | 1.1% | 0 | 0.0% | 1 | 0.3% |
| Price (e.g. "only 99 p") | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Humour**\*** (e.g. The advertisement contains jokes) | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Other | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Total | 88 | 100% | 31 | 100% | 65 | 100% | 95 | 100% | 110 | 100% | 389 | 100% |

WHO Regional Office for Europe Nutrient Profile Model