

Greggs Responsible Marketing Policy January 2018

1.0 Introduction:

In everything we do, Greggs tries hard to behave responsibly. Our values are at the core of who we are both as a brand, and as an organisation of more than 20,000 colleagues.

As part of this, Marketing helps us to inform and inspire people about the benefits of our products, communicate the attributes of the Greggs brand and engage with customers around what matters to them. Our commitment is to always do this in a way that is fair, considerate, and respectful. Every day our marketing team helps to ensure that our customers are at the heart of everything we do and that we always look to treat people with respect.

We take the trust that our customers have in our brand seriously and therefore we are committed to delivering our highest quality products and standards. So, these guidelines have been created to both reflect and shape our marketing behaviours every day and ensure we have a responsible approach to our brand communications.

In addition to compliance with UK laws and regulations, we require our colleagues to follow these guidelines, which establish principles and consistent standards for the marketing of our brand. We also require that our partners, agencies and anyone acting on our behalf will follow these guidelines.

We are committed to marketing our products in a responsible way and so we will regularly review our marketing communications to ensure they are aligned with these principles and that they also fit with external self-regulatory codes and industry best practices.

2.0 Scope:

These guidelines apply to all marketing communications generated by or on behalf of Greggs. Within this, 'marketing' means product advertising and promotion in all media including, but not limited to, packaging, brand promotions, brand advertising, brand PR, product placement, sponsorship and brand experiential marketing, packaging, point of sale material, digital, online and mobile marketing plus social media.

3.0 Core Principles:

We commit that our marketing communications will be honest, transparent, truthful and respectful. Above this we also commit to;

- *Never mislead our customers;*
- *Always be fair and transparent when labelling and promoting our products, enabling our customers to make informed choices;*
- *Be legal, ethical, truthful and conform to accepted principles of taste and decency, fair competition and good business practice.*
- *Comply with all UK legislative and regulatory requirements.*

- *Avoid promoting themes associated with aggression, anti-social behaviour or violence.*
- *Avoid any derogatory, defamatory or offensive statements or imagery in particular in relation to race, gender, sexual orientation, religion and political views.*
- *Seek to prevent any unsolicited marketing that uses the Greggs brand without authorisation*
- *Never knowingly advertise in media or on websites that contain extremist views or explicit content.*
- *Never advertise in a way that could cause mental, physical or moral harm to a child.*
- *Promote healthier eating and a balanced diet as a key element of our approach, helping customers to make informed choices.*
- *Ensure any formal partnerships or tie-ins with alcohol, tobacco, gambling brands or those considered as “harmful” e.g. sugar sweetened beverages, are approved by Ops Board in advance of progression.*

4.0 Compliance

All new marketing colleagues and key agency personnel are aware of our Core Principles, and we review the principles on a regular basis. In addition, refresher training is available when needed. Our marketing team, supported by our legal, technical and corporate communications specialists, are responsible for ensuring the compliance of all of our marketing collateral.

Other, non-marketing collateral which has a customer audience (for example recruitment material or Greggs Foundation communications) should also comply with these principles.

Internally, as part of our approval process, all imagery is to be approved in isolation, in colour, at full/oversize and in situ/as it will be seen by the customer.

Any piece of communications perceived to be out of line with the core principles, must be approved in writing, by the Head of Customer and Marketing or the Customer Director.