

ETHICAL PRODUCT OFFERING AND MARKETING

It is through our products and marketing that we engage most directly with children and their families. Children experience our marketing and product offering when they browse our catalogues and visit our stores.

Ethical product offering

As children are our target group, we have an even greater responsibility to be ethical in terms of both product offering and marketing. Customers should feel confident that children will not be exposed to products that may affect them negatively, for example by sending inappropriate signals or causing emotional or physical harm. For this reason, we developed our Ethical Product Offering Policy in 2015 to define products we will not include in our assortment.

Responsible marketing

Our Ethical Product Offering Policy also covers some marketing-related issues. In the years ahead, we will increase our focus on responsible marketing by developing a separate Responsible Marketing Policy. This ambition comes from the recognition that marketing communications can influence children's behaviour. We wish to ensure our marketing promotes safe, inclusive and active play.

Examples of our positions

Safe play: We offer personal protection equipment along with products such as bikes, skateboards and roller skates, for example. We also make sure that the use of relevant personal protection equipment is shown when promoting these products.

Tobacco and alcohol: We do not offer products that can be perceived as promoting the use of tobacco or alcohol. As far as possible, this also applies to the reproduction of related logos on, for example, football trading cards and model-scale vehicles.

Right impression of product features: We promote products in a way that gives children the right impression of product features. This avoids disappointing the children.



Gender, marketing and product offering

We want to give children the opportunity to wish for products and play with toys of their choice. In our experience, girls and boys often like to play with many different toys across traditional and stereotypical gender categories. This is why we always strive to give our customers the opportunity to buy and play with the toys of their own choice regardless of gender.

This principle is also reflected in our marketing, where we work to portray children playing together with products across categories, both in our catalogues and when we produce other commercial material.

We also make efforts to avoid stereotyping in our store design. In all BR stores and new TOYS"R"US stores, the sections are not categorised according to gender but according to product categories such as interactive play, creativity and learning, classic toys, baby and toddler products, and so on.

Although we work continuously to ensure we portray modern ways of playing without stereotyping, we acknowledge that this takes time and that things do not change overnight.