

THE CHILDREN WHO PLAY WITH OUR PRODUCTS

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 a great responsibility to ensure an ethical 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 that are unsuitable for our assortment.

Examples of our positions

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 vehicles.

Toy weapons: We do not offer toy weapons that are realistic copies of modern firearms and can be associated with modern war, terror or street crime. We acknowledge that most children, at some time, are interested in role-play where 'the good' are against 'the bad'. For this reason, we do offer toy weapons, such as cowboy guns, for use in role-play.

Responsible marketing

Our Ethical Product Offering Policy also covers marketing-related issues. However, because we recognise that marketing communications can influence children's behaviour, we have set ourselves a goal to develop a separate Responsible Marketing Policy. 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. We also make sure that the use of relevant personal protection equipment is shown when promoting these products.

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



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 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 marketing 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, baby and toddler 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.