



Responsible Marketing and
Communications Code 2.0
百威英博商业宣传准则 2.0版本

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May 2016
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A Word from Our CEO

首席执行官寄语

At Anheuser-Busch InBev, we brew our beers to be enjoyed responsibly by individuals of legal drinking age. We take great pride in our global and local brands. Our beers are natural products, carefully crafted from premium ingredients that provide great enjoyment to our consumers.

百威英博酿造的啤酒供已达法定饮酒年龄的人士以理性的态度享用。我们对百威英博的全球及地方品牌深感自豪。我们的啤酒均为以最上乘原料酿制而成的天然产品，可为消费者提供极佳的享受。

As a leading global consumer products company with a Dream to be the “Best Beer Company Bringing People Together For a Better World,” we always market and promote our beers in a responsible way. Our vision is to foster a culture of smart drinking globally. As such, we are dedicated to promoting smart consumption and reducing the harmful use of alcohol, which ties to how we market and communicate about our products.

百威英博是一家全球领先的消费品公司，怀有做“最佳啤酒公司，携手你我，酿造更美好的世界”的梦想。我们一贯以负责任的态度销售和推广我们的啤酒。我们的目标是在全球培养明智的饮酒文化。因此，我们致力于鼓励明智饮酒，减少酒精带来的危害，这与我们的产品销售及宣传方式息息相关。

The Anheuser-Busch InBev Responsible Marketing and Communications Code is designed to help ensure that all of our colleagues, as well as our business partners, demonstrate best-practice leadership in this area.

百威英博商业宣传准则可确保我们的员工和业务伙伴在此行业中做出表率。

We recognize that as the largest brewer in the world, we have a great responsibility to ensure that our communications are honest, truthful, keep with contemporary standards of good taste, and are sensitive to cultural differences between markets. Compliance with the Code is mandatory for all of our marketing, sales, promotion and communications efforts and includes both traditional and digital media.

作为全球最大的啤酒酿造商，我们肩负着极大的责任，要求我们的宣传做到诚实、可信、品味大方得体，并特别注意不同市场的文化差异。我们所有的市场、销售、促销和宣传工作（包括传统媒体和数字媒体）都必须遵守本准则。



Putting our Responsible Marketing and Communications Code into practice every day is part of our company's strong tradition of corporate responsibility that dates back nearly a century. Because we care about the well-being of people as well as the reputation of our company and our brands, we are committed to marketing and promoting all of our products responsibly.

坚持奉行商业宣传准则是近一个世纪以来公司秉持的企业社会责任。因为我们关心消费者的健康，重视公司及品牌的声誉，所以我们承诺会以负责任的态度来销售和推广我们的产品。

All the best,

祝一切顺心如意！

Carlos Brito

薄睿拓

Chief Executive Officer

首席执行官

A handwritten signature in black ink, appearing to read "Brito".

Introduction 介绍

Beer is regularly enjoyed by people the world over and has been an integral part of society for centuries in many cultures around the world.

世界各地的人们都经常享用啤酒，几个世纪以来，啤酒已成为全球众多社会文化中的不可或缺的组成部分。

When consumed responsibly, beer can be part of a balanced and healthy lifestyle for most people.
如果以理性的态度饮用啤酒，那么啤酒就可以成为健康和均衡生活的一部分。

Commercial communications play a fundamental role in the success of a free market economy. They facilitate competition and allow for new products to be introduced to consumers.
商业宣传在成功的自由市场经济中扮演着十分重要的角色，可促进竞争并将新产品介绍给消费者。

As responsible brewers, we want to ensure that our commercial communications are directed only to those above the legal drinking age and are carried out in a socially responsible manner. Legal drinking age refers to the age by which individuals may lawfully drink or purchase alcohol beverages, whichever is greater. For those countries that have no minimum legal drinking age, it is AB InBev's policy not to direct its marketing activities to individuals below the age of 18.

作为负责任的啤酒酿造商，我们将确保我们啤酒的商业宣传只针对已达法定饮酒年龄者（“法定饮酒年龄”意为个人年龄超过依法可以饮用或购买含酒精饮料的年龄。对于没有设置法定饮酒年龄最低限制的国家，百威英博的政策是不针对年龄低于十八岁的人进行市场营销活动）。

When applying the Code, we will be sensitive to local and cultural differences between the markets.
应用本准则时，我们应特别注意不同销售市场的地方差异和文化差异。

The Code shall be used as a company reference for all commercial communications and shall be regarded as the minimum standard.

本规范应被用作公司所有商业宣传的指南，且应被视为最基本的标准。



General Principles

总则

All forms of commercial communications involving Anheuser-Busch InBev beer brands shall:
各种形式的百威英博啤酒品牌的商业宣传, 都应:

- be legal, ethical, honest and truthful.
遵纪守法、合乎道德、诚实可信。
- be prepared with a core sense of social responsibility and be based on principles of fairness and good faith.
基于公正诚信, 并以社会责任感为核心。
- reflect generally accepted contemporary standards of good taste and decency.
表现出大众认可的良好品味与行为准则。
- be sensitive to cultural differences between markets.
特别注意不同市场的文化差异。

The Code shall be used as a company reference for all commercial communications and shall be regarded as the minimum standard.

本规范应被用作公司所有商业宣传的指南, 且应被视为最基本的标准。

Scope of the Code

本准则的适用范围

The Code applies to all forms of brand marketing or commercial communications for all AB InBev products in our markets that carry a beer/alcohol trade (including low or no-alcohol beer) name and/or taste profile including:

本准则适用于针对所有具有百威英博啤酒商标名称或拥有啤酒口味特征的百威英博产品 (包括无酒精和低酒精产品) 的品牌营销或商业宣传, 包括:

- advertising (traditional and digital media, trade)
广告 (传统媒体和数字媒体、渠道营销)
- social media
社交媒体
- sponsorships (events, product placement, celebrities, influencers)
赞助式广告 (活动、产品植入、明星代言、知名人士的宣传)
- experiential (events, promotional activities)
体验性营销 (活动、促销)
- relationship marketing
关系营销
- consumer and trade public relations
消费者及行业公关
- branding, packaging and labeling
品牌、包装与标签
- point of connection (materials, sampling, merchandising)
售点促销 (材料、样品、生动化陈列品及衍生品)



The Code does **not** apply to:

本准则不适用于以下情况:

- the use of materials or messages designed specifically to address issues of alcohol awareness, abuse, drink driving, underage drinking, over-consumption.
宣传预防治理饮酒危害、滥用酒精饮料、醉酒驾车、未达法定年龄者饮酒、过度饮酒等的相关材料或信息;
- motion picture, television, video, and stage plays that may use AB InBev products without express permission from our company.
在未取得我公司明确许可情况下使用百威英博产品的电影、电视、影片和舞台剧;
- communications in which AB InBev was neither involved in the creation, nor in the distribution of the content and did not officially endorse the content.
并非由百威英博参与制作的宣传内容, 或者未获得百威英博官方认可的发布内容。
- educational/social awareness campaigns and promotion of cultural/tourism activities such as brewery visitor attractions.
增强教育/社会意识的宣传活动和文化/旅游推广活动 (如参观啤酒厂)

1. Responsible drinking

理性饮酒

- I. We will not depict situations where beer is being or has been consumed excessively or in an irresponsible way; neither will we imply that such situations are acceptable.
我们不会宣传过量或不当饮用啤酒的各种情况，也不会暗示认可这些情况。
- II. We will not present abstinence or moderation in a negative way. There are situations or times when consuming alcohol beverages may not be appropriate, and we will always respect an individual's choice not to drink.
我们不会对戒酒或适度饮酒采取否定态度。在有些情况或场合饮用酒精饮料可能并不恰当，并且我们对选择不饮酒的人士采取一贯尊重的态度。
- III. Our marketing materials will not portray pregnant women drinking our beer or be directed to pregnant women, or imply that drinking while pregnant is acceptable.
我们的市场营销资料将不会呈现孕妇饮用啤酒的情景或以孕妇为推销目标，也不会暗示孕妇饮酒可以接受。
- IV. Our advertisements will not depict actors using violent, antisocial or excessive behavior that is not clearly recognizable as humor, parody, satire or spoof.
我们的广告不会出现演员实施暴力、反社会或有过激行为的情形，并误导观众认为这些行为是一种幽默，或者是可模仿、可讽刺或可恶搞的行为。
- V. Our advertisements will avoid any association with, acceptance of, or allusion to drug culture or illicit drugs.
我们的广告将避免涉及、认可或暗指任何毒品文化或非法药物。
- VI. AB InBev-sponsored promotional activities will not encourage irresponsible consumption of our products, either through volume, time span or in any other way. No pressure will be placed on people to participate in our promotional activities.
百威英博赞助的促销活动将不鼓励在数量、时间或任何其他方面以不负责任的态度饮用我们的产品。我们不会强迫消费者参加我们的促销活动。
 - a. In particular, our marketing materials or promotional activities will not include and/or promote drinking games or utilize drinking vessels, gimmicks, sprays, inhalers or other drink dispensing mechanisms where the consumer does not have control over the delivery of the alcohol consumed.
并且，我们的市场营销或推销活动不会包括或宣传饮酒比赛，也不会利用消费者无法控制的饮酒器皿、广告噱头、喷洒器具、吸入器具或饮料售卖机进行推销。
 - b. To avoid correlation of our brands with over-consumption, we will limit Open Bar sponsorships to events where consumption of our beer products is guaranteed to be responsible and strictly limited to people of legal drinking age.
为避免我们的产品和过度饮酒有关联，我们赞助酒吧畅饮活动必须设定限制，确保饮用我们的啤酒是理性负责的，且受众已达法定饮酒年龄。
- VII. We will strive to ensure that all AB InBev advertising (i.e. print, electronic, digital, out-of-home ads) and websites carry a clear, easy-to-read responsible drinking message, where feasible.
在可行的情况下，我们将竭力确保百威英博品牌的所有广告（即印刷、电子、网络 and 户外广告）以及网站均清晰明确地刊登关于理性饮酒的信息。
- VIII. For product placements, we will not grant permission for our products or other properties to be used in a way that, in our judgment, would misrepresent the company's position on responsible drinking. Specifically, we will not grant permission to use our products or properties if:
在植入式广告中，我们不允许以歪曲本公司理性饮酒立场的方式使用本公司的产品或资产，实际情况以我们的判断为准。具体而言，我们不允许在下列情况使用我们的产品或资产：
 - a. A character's drinking is not, in our judgment, appropriate, legal or responsible.
根据我们的判断，植入广告的人物以不恰当、不合法或不负责任的方式饮酒。
 - b. A character associates our products with illegal underage drinking, public drunkenness, drink driving, alcoholism or other abuse of alcohol.
植入广告的人物会使受众将我们的产品联想到未达法定饮酒年龄者违法饮酒、在公众场合醉酒、酒驾、酗酒或其它滥用酒精饮料的行为。
- IX. At AB InBev brand-owned events, we will provide for the availability of no-alcohol beverages. At non AB InBev brand-owned events, we will suggest that no-alcohol beverages be made available.
在举办百威英博的品牌活动时，我们将提供非酒精饮料。在举行非百威英博的品牌活动时，我们也将建议提供非酒精饮料。
- X. Our marketing leaders may consider not airing an advertisement, postponing its release, and/or recalling an advertisement for any relevant reason, including local culture or practice, or a change in circumstances.
我们的市场部领导可根据任何相关原因（包括当地文化、风俗或情形的变化）而考虑停止广告的播放或推迟广告的投放及/或召回。

2. Legal drinking age 法定饮酒年龄

AB InBev's beer marketing is directed at individuals of legal drinking age and above. In the Code, 'legal drinking age' refers to the age by which individuals may lawfully drink or purchase alcohol beverages, whichever is higher. For those countries that have no minimum legal drinking age or for those that have legal drinking ages below 18, it is AB InBev's policy not to direct its marketing activities to individuals below the age of 18.

百威英博的啤酒市场营销均针对已达到或超过法定饮酒年龄的人士。在本准则中，“法定饮酒年龄”意为超过依法可以饮用或购买含酒精饮料的年龄。对于没有设置法定饮酒年龄最低限制的国家或者法定饮酒年龄低于18岁的国家，百威英博的政策是不针对年龄未满18岁的人进行市场营销活动。

No AB InBev or AB InBev subsidiary's beer marketing will be directed to individuals below the legal drinking age. AB InBev's commitment to this principle will be supported by the following provisions:

百威英博或其子公司的市场营销目标将不会针对未达法定饮酒年龄者。百威英博对此原则的承诺可由以下规定得到证实：

- I. We will not employ any symbol, image, object, cartoon character, celebrity, music, language or other content that is intended to appeal primarily to children or adolescents.
我们不会利用任何符号、形象、物体、卡通人物、知名人士、音乐、语言或其它内容来主要针对儿童或青少年进行促销。
- II. All actors and models shown drinking and/or actively promoting our beer in any marketing materials must be at least 25 years old and must not appear to be younger than 25 years old. Celebrity spokespersons, as well as individuals or teams involved in promotions for our brands in the on-/off-trade must be at least of legal drinking age or 18, whichever is greater, and must reasonably appear to be 18 or older. Furthermore, a minimum of 70% of the celebrity's fan base shall be reasonably expected to be of legal drinking age or older.
任何市场营销资料中出现饮酒的演员和模特儿必须至少年满25岁，而且看上去不得小于25岁。明星代言人以及我公司品牌的推广促销人员，无论是在堂饮或非堂饮渠道，均须达到或超过法定饮酒年龄（18岁），而且看上去明显超过法定饮酒年龄。并且根据合理推断，这些明星代言人的粉丝群中需有70%的人达到或超过法定饮酒年龄。
- III. So that no one mistakes our advertising as being directed to underage individuals, we will aim to place our marketing materials in media [traditional and digital] where a minimum of 70% of the media's audience is reasonably expected to be of legal drinking age or older. We recognize that at the time of placement, audience composition is predicted based on past experience.
为避免人们误解我们的广告内容针对未达法定饮酒年龄的人群，我们将致力于将市场营销资料投放在至少70%的受众已达或超过法定饮酒年龄的媒体（传统媒体和网络媒体）。我们认为，产品展示时段的受众结构可以根据以往的经验加以预测。
 - a. We will work closely with our agencies and media buyers to predict as accurately as possible that at least 70% of the audience will be above the legal drinking age.
我们将与代理商及媒体广告商密切合作，尽可能准确地预测其受众至少有70%超过法定饮酒年龄。
 - b. We will comply with stricter laws and industry self-regulatory audience composition standards where required.
必要时，我们将遵守各国更加严格的法律和关于受众结构的行业自律标准。
 - c. Website advertising must only be placed where at least 70% of visitors are of legal drinking age or above [in the country of consumer access]; or may be placed on websites where the dissemination of the message is restricted to only registered users of that website who are of legal drinking age in the country where the content is intended to be accessed, based on individuals' personal profiles within such websites (e.g., Facebook profiles).
当某个网站至少有70%的访问者达到或超过法定饮酒年龄（消费者所在国规定的年龄），或该网站限定其传播的内容只面向符合该国法定饮酒年龄规定的注册用户，且传播的内容基于这些网站注册用户的个人资料（如Facebook 个人资料）时，我们才会将广告投放到该网站。

2. Legal drinking age (Continued)

法定饮酒年龄 (续)

- d. We will ask our media partners to provide – where available – post-monitoring reports on audience composition at half-yearly intervals to verify compliance to the highest practical level.
在可能的情况下, 我们将要求我们的媒体伙伴每隔半年提供有效的受众结构监测报告, 以对所承诺的最高可行标准进行审核。
- IV. We will ensure that all AB InBev websites use an age-affirmation mechanism (e.g. Age Gate) to deny access to those who are under the legal drinking age, except for platforms that operate from a registered user database.
我们将确保所有百威英博的网站使用年龄确定机制 (例如年龄门槛), 以拒绝不到法定饮酒年龄的用户登录, 但使用注册用户数据库的平台除外。
- V. We will aim to send e-mails or other relationship marketing outreach only to individuals who have selected to opt-in beforehand and affirmed to be of legal drinking age or older.
我们只会将电子邮件或其它针对关系营销的对外推广信息传送给选择同意接收相关信息并且确认已达到或超过法定饮酒年龄的人士。
 - a. Digital communication created by or under AB InBev's control:
由百威英博创建或管控的网络信息:
 - i. shall be directed to individuals who affirmed to be over the legal drinking age, and, 应发送给确认超过法定饮酒年龄的人士, 并且
 - ii. shall include a reminder to the user not to send to those who are under the legal drinking age.
应包含对接收者不向未达到法定饮酒年龄者转发的提示信息。
 - b. Downloadable applications are acceptable so long as they avoid primary appeal to those below legal drinking age and include an age-affirmation mechanism if the downloader's age has not been verified.
可下载的应用软件须避免主要面向未达法定饮酒年龄者, 并且应用软件中须含有认证下载者年龄的确认机制。
- VI. We will not sponsor or direct our marketing activities at events where the majority of the audience is expected to be below the legal drinking age. This guideline does not prevent the company from having advertising and marketing at locations that are used primarily for adult-oriented events, but which occasionally may be used for an event where most attendees are under the legal drinking age.
我们既不会赞助也不会将我们的市场营销定位于大部分受众低于法定饮酒年龄的活动。公司可以在以面向成人为主的活动场所 (该场所偶尔可能举办参与者以未成年人为为主的活动) 投放广告或开展市场营销活动。)
- VII. For paid outdoor media campaigns, we will take all reasonable steps to ensure that our advertisements are not placed in close proximity to elementary or secondary schools, places of worship or public playgrounds.
对于付费的户外媒体宣传活动, 我们将采取合理措施确保我们的广告不在中小学、宗教及公共场所及其附近投放。
- VIII. We will not allow our brand logos or trademarks to be licensed for use on materials or merchandise intended for use primarily by persons below the legal drinking age, such as toys or children's clothing.
我们将不允许把我们的品牌标志或商标授权给主要面向未达法定饮酒年龄者使用的资料或商品 (如玩具或儿童服装)。
- IX. We will take all reasonable steps to ensure that AB InBev-sponsored promotions will not allow sampling to anyone below the legal drinking age. Our promotions staff will be trained to request proof of age and will be directed to refuse to serve samples to underage individuals.
我们将采取所有的合理措施以确保百威英博赞助的促销活动不会向任何未达法定饮酒年龄者提供试饮品。我们的促销活动人员须经过培训, 要求消费者出示年龄证明, 并拒绝向未达法定饮酒年龄者提供试饮品。

2. Legal drinking age (Continued)

法定饮酒年龄 (续)

- X.** Regarding product placements, we will not grant permission for our products or properties to be used when, in our judgment:
- 关于植入式广告, 根据我们的判断, 我们不允许的情况如下:
- a.** A character under the legal drinking age is depicted purchasing or drinking alcohol illegally.
讲述未达法定购买年龄的人物角色违法购买和饮用含有酒精的饮料。
 - b.** The motion picture or television show is one for which at least 70% of the audience cannot be reasonably expected to be above the legal drinking age.
电影或电视节目的70%受众为未达法定购买酒精饮料年龄者。
 - c.** The proposed use might in any way misrepresent AB InBev's commitment to help prevent illegal underage drinking or might reasonably imply that AB InBev condones underage drinking.
在建议饮用啤酒时, 不能对百威英博防止未达法定饮酒年龄者非法饮酒的承诺有任何歪曲, 也不能暗示百威英博对未达法定饮酒年龄者的饮酒行为采取宽容的态度。

3. Hazardous activities

危险活动

- I.** Our marketing materials or promotional activities will not portray consumption during or immediately prior to activities (or in locations) that are potentially hazardous, such as driving a motor vehicle or operating other potentially dangerous equipment or machinery. We will comply with the law of the country where a particular communication is made.
我们的市场营销资料或促销活动不会在具有潜在危险的活动(或地点, 如驾驶汽车或操作其它有潜在危险的设备或机械)期间或之前出现饮用行为。我们将遵守产品销售国的相关宣传法规。
- II.** Success in a potentially hazardous activity will not be portrayed as depending on the consumption of our beer. It is, however, acceptable to show a participant enjoying our beer in a relaxing, celebratory or team setting after the event.
不应把某种具有潜在危险的活动描述为饮用我们啤酒而产生的结果。但是, 如果表现出某人在参与该活动之后以一种轻松、愉悦、或团体聚会的方式享用我们的啤酒, 则可以接受。
- III.** AB InBev staff in charge of AB InBev-sponsored promotional events will be encouraged to promote alternative transport means for the participants to return home safely. This could be through cooperation with local taxi cab companies or local city authorities to guarantee easy access to safe transport.
对于百威英博赞助的促销活动, 我们鼓励公司的相关负责人员向活动参与者推荐安全回家的交通方式。可与当地汽车出租公司或当地政府合作, 保证活动参与者能够搭乘安全的交通工具。
- IV.** When the consumption of alcohol-free or no-alcohol beer entails no greater risk with potentially hazardous activities, these occasions may be portrayed in our advertising. In this case, we will take extra care to make the absence of alcohol clear so that the product cannot be mistaken for a beer that contains alcohol.
如果从事具有潜在危险的活动时饮用不含酒精或非酒精类的啤酒不会产生较大风险, 这样的场合可出现在我们的广告中。在这种情况下, 我们将特意清楚地标明其不含酒精, 使该产品不会与含酒精的啤酒混淆。

4. Health or functional attributes 健康或功能益处

- I. We will not promote our beer in a way that claims it can prevent, treat or cure medical conditions.
在推销我们的啤酒时，我们不会宣称其可以预防、治疗疾病，或对疾病具有疗效。
- II. We do not market or advertise our products (i) as providing certain health benefits or (ii) primarily based on their alcohol content, except that we may favorably highlight a product's lower alcohol content.
我们不会采用以下方式推销或宣传我们的产品：(i) 饮用我们的产品会提供健康方面的某种益处。或(ii)主要根据产品的酒精含量来进行推销或宣传（强调酒精含量降低的情况除外）。。
- III. Our marketing materials or promotional activities should not create any confusion as to the alcohol strength of our products.
我们的市场营销资料或推广活动不应对我们产品的酒精浓度标示造成任何混淆。
- IV. We will comply with the law of the country where a particular communication is made. For global campaigns, we will, in our discretion, consider the use of the most restrictive standard.
我们将遵守产品销售国的相关宣传法律。在全球的推广活动中，我们将酌情考虑采用最严格的标准。

5. Performance or success 表现或成功

Responsible beer consumption is associated with pleasurable social experiences and social ties, and can be portrayed as such. However, in terms of promoting our brands:

以理性的态度享用啤酒和愉悦的社交体验及社交关系彼此关联，我们可以在宣传中体现这一点。然而，就推销我们的品牌而言：

- I. Our commercial communications will not imply that consumption of beer is a requirement for social acceptance or professional, educational or financial success.
我们的商业宣传不得暗示饮用啤酒是在社交活动中获得接纳或在职业、教育或经济方面取得成功的必要条件。
- II. Our commercial communications will not suggest that the consumption of our products enhances sexual capabilities, attractiveness or leads to sexual relations.
我们的商业宣传不得暗示饮用我们的产品可以增强性能力、吸引力或导致性关系。
- III. Our commercial communications will not create the impression of a link between the consumption of our products and success/performance when engaging in sports or potentially hazardous activities.
我们的商业宣传不得使人认为饮用我们的产品与在从事运动或有潜在危险的活动时获得成功或提高能力有联系。

6. Digital media 数字媒体

Digital media is a key channel of our communications, which includes but is not limited to:
数字媒体是我们的主要宣传渠道, 包括但不限于:

- websites under AB InBev's control
百威英博拥有的网站
- paid search
付费搜索
- display ads (moving and non-moving)
陈列式广告 (动态及非动态)
- interactive TV ('red button')
互动电视 (“红色按钮”)
- e-mail
电子邮件
- SMS and MMS messages on mobile devices
手机的短信服务和彩信服务
- AB InBev-written/-endorsed product reviews
百威英博书写或认可的产品评论
- in-game advertising
游戏植入广告
- user-generated content (UGC) under AB InBev's control
百威英博可控的使用者自创内容
- viral advertising under AB InBev's control
百威英博可控的病毒式广告
- social media brand pages or channels, including but not limited to Facebook, Instagram, Pinterest, Tumblr, Twitter, YouTube, etc.
社会媒体的品牌网页或频道, 包括但不限于: 脸谱 (Facebook)、即时电报 (Instagram)、品志趣 (Pinterest)、汤博乐 (Tumblr)、推特 (Twitter)、YouTube等。
- downloadable applications (apps)
可下载的应用软件 (apps)

In our digital communications activity, we must take a responsible approach to ensure we will not market towards those below the legal drinking age, respect privacy and intellectual property issues.

在我们的数字媒体宣传活动中, 我们必须采取负责任的措施确保我们的营销不针对未达法定饮酒年龄的人群, 并尊重隐私及知识产权问题。

- I. All AB InBev brand and corporate websites must contain an age-affirmation mechanism. These websites and sponsored sites [e.g. Facebook pages, Twitter feeds, apps, etc.] should also carry responsible drinking messages.
所有百威英博品牌和公司网站都必须包含年龄确认机制。这些网站及主办网站 (例如脸谱网网页、推特内容, 应用软件等) 应该传播理性饮酒的信息。
- II. User-generated content (UGC) created by consumers may include text, video, audio, photographic, or any other type of media/information submitted by users to message boards, blogs, photo/video-sharing websites, social network sites and any other interactive websites. If this content is placed on channels that we control (AB InBev brand and corporate sites), we will monitor it and remove any inappropriate content within 48 hours of when it is posted. If this content is placed on channels we do not control, we are not responsible for its compliance with our Code. Content created by AB InBev must always be transparent in showing the commercial nature of the communications and must not be confused with UGC.
由消费者创造的使用者自创内容 (UGC) 可包含用户上传到论坛、博客、照片或视频分享网站、社交网站和其它任何互动网站的文字、影片、音频、图像或其它任何类型的媒体或信息。如果这些渠道 (百威英博的品牌网站和公司网站) 由百威英博管控, 我们将对其内容进行监控, 并在不当内容发布后的48小时之内予以删除。如果这些渠道并非由百威英博管控, 我们无须负责。任何由百威英博创作的内容必须一贯透明地展现传播内容的商业性, 且不得与用户的自创内容 (UGC) 混淆。
- III. E-mails must not be sent to any individual below the legal drinking age. Any e-mail that is designed to be forwarded should also contain instructions for the recipient that he or she should not forward the message to individuals below the legal drinking age.
不得向未达法定饮酒年龄者发送电子邮件。任何要转发的邮件均应包含针对接收者的提示, 即接收者不得将该信息转发给未达法定饮酒年龄者。

6. Digital media (Continued)

数字媒体 (续)

- IV.** We will respect strict rules about the use of consumers' online data for marketing and have clear data privacy statements that we encourage our consumers to read.
我们奉行有关在市场营销中使用消费者网络资料的严格规定，并且鼓励消费者阅读我们明确详细的资料隐私声明。
- V.** Any type of relationship marketing AB InBev uses will be permission-based, meaning that we will require recipients of marketing e-mails and mobile messages to opt-in beforehand to receive such messages, and we will provide an opt-out function which easily allows consumers to stop receiving communications from us.
百威英博使用任何类型的关系营销均以取得许可为依据。这意味着我们若未经事先同意则不会向接收人发送市场营销电子邮件和手机短信，并且我们也为消费者提供拒绝邮件的功能，使其很容易停止接收我们发送的宣传信息。
- VI.** At the different points where AB InBev might collect data for relationship marketing purposes, we alert the users and encourage them to find out how the information will be used, as well as giving consumers the choice to opt-out of the data processing. We will provide reasonable security for, and limited retention of, the data collected in compliance with applicable laws and regulations.
百威英博因关系营销之需而在不同地方收集数据资料时，会提醒并鼓励使用者查明如何使用提供的信息，同时也向消费者提供拒绝处理数据资料的选项。我们会根据适用法律和规章为收集到的资料提供合理的保护措施和保留期限。
- VII.** If we, or third parties working on our behalf, collect 'clickstream' data for the purposes of behavioral advertising to our website visitors, we will alert the users to this, and we will give them the opportunity to opt-out of such practices. Any third-party providing online behavioral advertising (OBA) on behalf of AB InBev should comply with existing self-regulatory programs offering transparency and control for consumers – such as www.edaa.eu in Europe and www.aboutads.info in the U.S.
我们或代表我们的第三方在为了解网站访问者的行为而收集“点击流”数据时，我们会提醒使用者，并向其提供拒绝被收集此类数据的选择。任何代表百威英博提供在线行为广告 (OBA) 的第三方（如欧洲的 www.edaa.eu 以及美国的 www.aboutads.info）都应遵守现有的自律规定，向消费者提供数据收集的透明度和可控性。



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ANNO 1366
STELLA ARTOIS

7. No-Alcohol Beer Products

无酒精的啤酒产品

For the purpose of this Code, “No-Alcohol Beer Products” are defined as all AB InBev beer products with an ABV of 0.0% to 0.5% [e.g. Budweiser Prohibition Brew; Brahma 0.0%; Beck’s Non-Alcoholic, O’Doul’s Non-Alcoholic Brew].

在本准则中，“无酒精的啤酒产品”即所有酒精浓度在0.0%-0.5%之间的百威英博公司旗下的啤酒产品（例如Budweiser Prohibition Brew、Brahma 0.0%、Beck’s Non-Alcoholic以及 O’Doul’s Non-Alcoholic Brew）。

Requests for exceptions to the “No-Alcohol Beer Products” principle can be submitted to the Global Legal & Corporate Affairs team.

可向全球法律企业事务团队提交“无酒精啤酒产品”原则之外的请求。

In all forms of commercial communications for no-alcohol beer products that carry a beer/alcohol trade name, we will adhere to the following provisions:

在以各种形式宣传带有啤酒或酒类商标的无酒精啤酒产品时，我们将遵守以下准则：

Don’ts:

不应做的事：

- We will not portray pregnant women.
我们的宣传中不会出现怀孕妇女
- We will not portray persons under the legal drinking age.
我们的宣传中不会出现未达法定饮酒年龄者。
- We will not allow no-alcohol beer product logos or trademarks to be licensed for use on materials or merchandise intended for use by persons below the legal drinking age.
我们不会允许无酒精啤酒产品的标识和商标用于未达法定饮酒年龄者使用的材料和商品。
- We will not endorse celebrities below the age of 18.
我们不会签约未满18岁的明星代言人。
- We will not sponsor or direct our marketing activities at events where the majority of the audience is expected to be below the legal drinking age.
我们不会赞助大部分预期未到饮酒年龄的活动，或在此类活动中进行营销。

Do’s:

应做的事：

- In general: for AB InBev’s no-alcohol beer products we will adhere to all provisions under the “Legal Drinking Age” & “Digital” principles [e.g. 70% rule for media placements; age-affirmation mechanism on AB InBev digital communications channels].
总则：百威英博的无酒精啤酒产品会遵循“法定饮酒年龄”和“数字媒体原则”项下的所有条款。（例如，媒体投放的“70%准则”；百威英博电子宣传渠道的年龄确认机制）
- We will ensure that advertisements for no-alcohol beer products carry a clear, easy-to-read responsible drinking message, where feasible.
我们将确保无酒精啤酒产品的广告在可行的情况下均清晰明确地刊登关于理性饮酒的信息。
- We may make reasonably substantiated health or functional benefit claims for no-alcohol beer products, as long as the product is clearly recognizable as alcohol-free, applying the local definition of “alcohol-free”.
在得到证实的情况下，我们可以合理地宣传无酒精的啤酒产品具有健康和功能方面的功效，前提是消费者能够明显识别这种产品不含酒精，且符合当地对“不含酒精”的定义。
- If an AB InBev no-alcohol beer product is intended to be portrayed as a beverage which contains no alcohol, permission for product placement can be granted if the following provisions are met:
如果百威英博的无酒精啤酒产品希望被描述为不含酒精的饮料，在满足以下条款的情况下，可使用植入式广告：
 - The product is clearly recognizable as a no-alcohol beer product.
该产品作为无酒精啤酒产品易于识别。
 - Any character associated with the no-alcohol beer product is at least of legal drinking age or 18, whichever is greater.
无酒精啤酒产品广告中的任何演员应至少达到或超过法定饮酒年龄（18岁）。

Compliance with the Code

遵守本准则

Compliance with the Code is mandatory for all our operations. Where national laws, regulations or self-regulatory Codes apply to our commercial communications, these must be respected in addition to the criteria set out in the AB InBev Code. The responsibility of compliance with our RMCC as well as national laws, regulations and self-regulatory Codes lies solely with the Zone Marketing VPs.

我们所有的运营活动均须以本准则为基础。除了百威英博在本准则中的规定，我们的商业宣传还须遵守相关国家的法律、条例或自律准则。大区市场副总裁全权负责遵循我们的商业宣传准则、国家法律法规及自律准则。

We strongly believe in a robust compliance program and internal review & approval process. Compliance with the Responsible Marketing & Communications Code (RMCC) is everyone's responsibility. In order to ensure practical compliance:

我们要严守规范纲领及其内部审核程序。恪守本商业宣传准则是每个人的责任。为了确保在工作中遵守本准则：

- I. All AB InBev Sales and Marketing teams (incl. Media Planning and Buying, Innovations, Promotion, Event and Sponsorship etc.), as well as external Advertising, Promotion, Event, Sponsorship, Design and Public Relations teams shall follow both the letter and the spirit of the RMCC.
百威英博所有的销售和营销团队（包括媒体计划和媒体购买、创新、促销、赛事及赞助等）和外部广告、促销、赛事、赞助、设计及公共关系等部门都应该遵守本商业宣传准则的文字和精神。
- II. All AB InBev Sales, Marketing, Corporate Affairs and Legal teams shall receive annual training on, and agree to comply with the RMCC. New employees shall receive training within 60 days of employment. An online training module is available.
百威英博所有的销售、市场营销、公司事务和法律团队必须接受年度培训，并同意严格遵守本商业宣传准则。新员工应在入职60天内接受培训，并获得一套在线培训课程资料。
- III. All of AB InBev's marketing agencies shall also complete annual training on the RMCC. Compliance with this training requirement is the responsibility of the Zone Marketing VPs.
百威英博所有的市场营销代理公司必须完成关于本商业宣传准则的培训。大区市场副总裁对此准则负责。
- IV. All written contracts and project briefs with all suppliers involved in AB InBev's commercial communications will include an understanding that it is obligatory to abide by the guidelines of the RMCC. A copy of the RMCC must be attached to such contracts.
在为百威英博进行商业宣传前，所有的供应商订立的书面合同和企划方案均应包括关于遵守本商业宣传准则的条款。所有的此类合同均须附上本准则的副本。
- V. Pre-clearance, where required, and guidance on Code compliance must be sought by the Marketing/Sales department from the Corporate Affairs and Legal teams and should take place as early as possible in the creative process. A standardized RMCC Review and Approval Process Map, which includes the appropriate process, contacts and submission form, is available for each country and at the global level.
市场营销/销售部门须尽早在创意初级阶段就向企业事务和法律团队寻求指导意见和预先审核。针对百威英博商业宣传准则，我们制定了标准化的审批流程，包括流程图，联系人和审批表格，适用于总部和业务区域下的各个国家。

For any questions concerning AB InBev's Responsible Marketing and Communications Code, please contact your local Legal or Corporate Affairs team if you are located in a business unit.

For further questions, please contact Ricardo Rolim, Global VP, Sustainability at Ricardo.Rolim@ab-inbev.com

如果您在百威英博的某个业务单位工作，若需了解关于百威英博商业宣传准则的详情，请联系当地的法律或企业事务团队。

如有更多疑问，请联系全球副总裁Ricardo Rolim，其邮箱地址为：Ricardo.Rolim@ab-inbev.com

