

Appropriate marketing and communications

Approach

GRI417-DMA

▶ Ajinomoto Group Policies (AGP)

▶ Product website (Japanese)

▶ Group Shared Policy on Marketing Communications

Performance

GRI417-3

▶ P15

Responsible Communication with Consumers

The Ajinomoto Group markets its products in more than 130 countries and regions. Each region experiences “deliciousness” differently and has its own customs related to preparing and eating food. Each also has particular ways of communicating that are considered appropriate, and communicating in accordance with this local culture is crucial to conveying the value of a product or service. Given this, the Ajinomoto Group Policies clearly state a commitment to engaging in responsible marketing communications as a two-way activity with customers.

Group companies in Japan post social media guidelines on their respective websites, thereby disclosing the rules with which employees must comply when using social media. The packages of food-related products marketed by the major Group companies in Japan indicate not only all legally required information but also voluntary information, such lists of allergens and explanations of raw materials potentially unfamiliar to customers.

Responsible marketing and advertising

Given the spread of digital media and the potential for closer two-way communication with consumers, the Ajinomoto Group states a commitment to practicing responsible marketing communications in its Group Shared Policy on Marketing Communications.

The policy acknowledges that extra caution is needed in marketing communications toward children. The Group pledges to be responsible by, for example, endeavoring not to exploit the inexperience or imagination of children and not to use language that can mislead children.

Incidents of non-compliance

In Japan, the Group was not subject of public announcements by the Japan Consumer Affairs Agency for violating the Act against Unjustifiable Premiums and Misleading Representations at any time in fiscal 2018.