

Centre for Health Initiatives
(Formerly the Centre for Health Behaviour
and Communication Research)

FOOD MARKETING TO
CHILDREN IN AUSTRALIA

For
The Cancer Council Australia's Nutrition and
Physical Activity Committee



University of Wollongong



Prepared by:
Professor Sandra Jones
Ms. Lyn Phillipson
Dr. Danielle McVie
Ms. Amanda Reid
Ms. Melissa Lynch
Ms. Belinda Fabrianesi
Ms. Megan Luebcke

Design and layout: Ms Christina Hoang



Centre for Health Initiatives
Phone: (+61 2) 4221 5106
Fax: (+61 2) 4221 3370
Email: chi@uow.edu.au

CENTRE FOR HEALTH INITIATIVES

The Centre for Health Initiatives (CHI), formerly the Centre for Health Behaviour and Communication Research was established in 2004. It is a Strategic Research Initiative of the Faculty of Health and Behavioural Sciences, University of Wollongong.

CHI brings together a range of research strengths from the Schools of Nursing, Midwifery & Indigenous Health; Psychology; Health Sciences; and the Graduate School of Medicine. It also provides a structure for developing and encouraging cross-school, cross-faculty and industry-linked research in seven key streams of research.

A key activity of CHI is providing direction, guidance and developing effective research skills for postgraduate research students, early career researchers and other academic staff. Staff in CHI have expertise in a wide range of areas including: systematic literature reviews; the conduct of focus groups and interviews; survey design; qualitative and quantitative data analysis; needs assessment; project/program implementation and evaluation; project management; volunteer management; and health education.

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THE CANCER COUNCIL AUSTRALIA

The Cancer Council Australia established the Nutrition and Physical Activity Committee in 2000 to provide advice and develop initiatives on issues related to cancer and the link diet, physical activity, overweight/obesity and alcohol.



EXECUTIVE SUMMARY

Literature tells us that childhood obesity has negative health consequences and leads to poorer quality of life; and also that food marketing can affect children's food preferences, purchase requests and consumption, and is a probable causal factor in the problem of obesity. The Cancer Council Australia's Nutrition and Physical Activity Committee commissioned this report in recognition of the role played by food marketing in shaping dietary patterns.

The first section presents eight food company case studies. Seven of the eight companies market directly to children, with only Coca-Cola aggressively marketing to teenagers without targeting younger children.

Cadbury, Nestle (and Uncle Tobys), and Streets all have policy statements regarding responsible marketing to children, and companies Coca-Cola and Kellogg's are involved in proactive physical activity and health and fitness campaigns. These policies and activities often appear to promote the company while ignoring the strategies the company itself uses to target children and teenagers. The nutritional analyses in the eight case studies highlight that most advertised food products are not healthy, with many high in sodium, sugar and saturated fat. Kraft and Kellogg's both actively promote their products as healthy foods overall to parents (by only highlighting certain aspects of the nutritional value), and Kellogg's, Nestle and Uncle Tobys in particular emphasise associations between their products and sporting events and athletes, with messages that imply that consumption of the products increases energy levels and physical performance. All companies used cute brand-specific characters to promote their products; and other examples of marketing strategies that directly target children were plentiful.

Specifically, Cadbury makes heavy use of fantasy themes that are highly appealing to children. Packaging of Furry Friends explicitly urges children to collect all 12 wrappers, encouraging increased consumption. The Natural Confectionery company promotions introduce the idea of 'healthy lollies' to both children and parents (even sponsoring top sporting institutes). Among teenagers, there is high value attached to the Coke brand – with teens perceiving Coke to convey a desirable social image (Coke sells within secondary schools). The Coca-Cola Music website creates a positive association with the brand. Coke's new product, Mother energy drink, is also of concern as it promotes an unhealthy product as 'natural', via drug-related associations (i.e., you drink for a particular physical effect, which includes staying awake and active).

Kellogg's relies on brand-specific cartoon characters designed to appeal to children; as well as the inclusion of attractive toys and giveaways in the products themselves and on the packaging. The packaging directs children to child-focused websites where collection of personal information can be used to market directly to children through email. Cute characters feature on Kraft packaging and website pages for kids, with the latter also pushing the nutritional benefits of Kraft products. Kraft emphasise that their products are particularly healthy and imply they should be consumed regularly by children, as well as marketing the 'convenience' aspect of their pre-packaged, overly-processed foods, replacing more nutritious options such as fresh fruit or regular cheese. McDonald's heavily target children in terms of the overall McDonald's experience, with marketing communications to children primarily focused on the collectible toys (which require regular, frequent visits to collect complete sets) rather than on the foods themselves.

Nestle uses tactics such as packaging the same product with different characters to target different segments which shows their commitment to developing brand loyalty, even within sub-segments of the child population. Despite its high sugar content, Milo is also clearly positioned in association with sport and healthy lifestyles; and the link to peer approval in the teen-targeted website promotions is questionable. Streets products are promoted to children with cartoon characters, and associations with celebrities and games and quizzes feature in their print advertising; the fact that these advertisements in children's magazines are often presented as 'content' is concerning as it may not be perceived as advertising by children. Uncle Tobys uses appealing young sporting celebrities in product and corporate promotions. Also noteworthy is the high degree of personalisation on the Roll-Ups promotional website, encouraging identification and relationships with specific characters.

The second section of this report presents the results of focus group discussions with Australian children aged 5 – 9 years and teenagers aged 12 -14 years. Food preferences appeared to be particularly influenced by the power of the brand, especially branding with celebrities (sport and other) or cartoon or movie characters. The ads for Coco Pops/Coco Rocks, and Cadbury chocolate were the most commonly recalled and liked. Competitions, toys and prizes were also significant motivators of food purchase; McDonald's was overwhelmingly identified as a favourite restaurant, with toy offers appearing to be integral to this preference. Of particular significance were the predominance of non-core food groups as favourite foods and the association between the playing of sport and the need to consume high sugar foods for energy.

This report documents carefully worded policies and statements that aim to assure the Australian public that marketing by our food companies is thoughtful and responsible, despite the nature of marketing activities to children detailed in this report. The qualitative research demonstrated the effectiveness of these activities in developing brand loyalty and positive attitudes towards certain foods. The ultimate goal of self-regulation policies, and other physical activity initiatives, may in fact be the reduction of public pressure on food companies, and avoidance of increased advertising regulation, which would be damaging for the food industry. This report concludes that there is sufficient evidence to strengthen concern that, at the time of this report, Australian regulation around marketing of food products to children is ineffective.



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BACKGROUND

The prevalence of childhood overweight and obesity in Australia is high by international standards, and the rate of increase appears to be accelerating sharply (Magarey, Daniels & Boulton, 2001; Booth, Chey, Wake et al, 2003). There was a two-fold increase in the prevalence of combined overweight and obesity over the period 1985-1995 (20.0% for boys and 21.5% for girls aged 7-15 years in 1995), with obesity levels tripling over that decade (Magarey, Daniels & Boulton, 2001). More recently, experts estimate that at least 17% and 6% of Australian children and adolescents are now overweight and obese respectively (O'Dea, 2003; Norton, Dollman, Martin et al., 2006), although up to date nation-wide figures were not available for this report. The negative health consequences of childhood obesity are substantial, for example, obese children commonly experience peer prejudice and may develop low self-esteem (Latner and Stunkard, 2003). There is an increased risk of early hypertension, high blood cholesterol levels and abnormal glucose tolerance, which tend to track throughout life and are associated with chronic adult health conditions such as heart disease, diabetes and some cancers (WHO/FAO, 2003).

The intensity and frequency of children's current exposure to commercial messages regarding food, toys, clothing, movies and other consumer goods is unprecedented (Linn, 2004). Children are an important market because they not only spend their own money on goods, but they influence much of the spending of parents (and additionally, they are a potential future market; McNeal, 1999). Food advertising is a concern with regard to obesity because it disproportionately promotes the consumption of foods high in total calories, fat, sugar and salt, and low in nutrients (Hastings, McDermott, Angus et al., 2006; McGinnis, Gootman and Kraak, 2006). Corporations spend enormous sums of money on advertising (for example, a major US review stated that more than \$10 billion (USD) per year is estimated to be spent on food and beverage marketing to American children and youth; McGinnis et al., 2006), so it is reasonable to assume that sales must increase as a result – implying an increase in consumption of these foods. A range of promotional techniques are used to make these foods appealing to children, including bright packaging, intensely coloured and flavoured ingredients, free gifts, puzzles, competitions, collectables, and tie-ins with cartoon characters, pop stars, sporting heroes and popular children's films (Dalmeny, 2003); such techniques are rarely employed to promote healthier eating options. Food marketing to children occurs in a variety of guises across different forms of media, including TV, internet, magazines, in-school marketing, sponsorship, product placement and point of sale promotions (Hawkes, 2004).

Several comprehensive reports have recently reviewed the mass of research regarding the effects of food marketing. Hastings et al. (2006) concluded that marketing to children can have an effect on specific types of nutritional knowledge and on various diet-related behaviours and outcomes; these effects were found to be significant, independent of other influences and operating at both brand and category level. In particular, for children aged 2-11 years old, strong evidence exists that television advertising influences food and beverage preferences, purchase requests and short term consumption (McGinnis et al., 2006). The World Health Organisation has classified food and beverage marketing as a "probable" causal factor in weight gain and obesity, thus a potential target for interventions (WHO/FAO, 2003). The prominent Australian lobby group Coalition on Food Advertising to Children (CFAC) is calling for a marked reduction in the commercial promotion of foods and beverages to children under 14 years old, particularly via prohibition of television food and beverage advertising during programs where a significant number of children are watching (CFAC, 2007).

Children can be considered a vulnerable consumer group; according to Young (2003), evidence suggests that until the age of five advertising is not properly distinguished from content, and an 'adequate' knowledge of advertising intent and purpose does not develop until the age of eight. Understanding what tactics are used by advertisers, and why, emerges later in the developmental sequence between the ages of 11 and 14 (John, 1999). Researchers have cautioned that even if knowledge about television advertising is present, it may not always be 'activated' in a specific viewing situation, and may not be sufficient to inhibit a child's emotional reaction toward an advertisement (Derbaix and Pecheux, 2003). Livingstone and Helsper (2004, 2006) argued that all age-groups were affected by advertising, in part because each is targeted by age-specific forms of advertising.





“COCO POPS IS LIKE REALLY SPECIAL AT MY HOUSE ‘CAUSE ONCE IT WAS LIKE, WELL IT WASN’T THE ONLY CHRISTMAS PRESENT BUT MUM LIKE WRAPPED UP A BOX OF COCO POPS AND GAVE IT TO US ...LIKE THAT’S PRETTY SAD.”

[F, 12 – 14, GROUP 2]



ABOUT THIS REPORT

This report was commissioned by The Cancer Council Australia’s Nutrition and Physical Activity Committee in recognition of the role that food marketing plays in influencing dietary patterns in children (Hastings et al., 2006; McGinnis et al., 2006). Following the UK Which? Food Fables Report (2006), this report explores the marketing tactics employed by leading Australian food companies that produce and distribute foods that are predominantly consumed by children. The first section of this report presents eight food company case studies, each of which reviews:

- the nutrient content of the main food products marketed to children based in the foods the companies listed on their websites as being for children and/or which utilised child-targeted advertising during the study period
- company policies on obesity prevention and marketing to children, and
- marketing tactics used to target children – for example, devices such as cartoon characters, websites, print and television advertising, giveaways, competitions and sponsorship.

The case study research period began on the 5 March 2007 and ended on the 27 April 2007.

The second section of this report presents the results of focus group discussions with Australian children aged 5 – 9 years and teenagers aged 12 -14 years. The discussions illustrate how the marketing strategies used by food companies influence children’s knowledge, attitudes and behaviours in relation to the advertised foods. This report concludes that there is sufficient evidence to strengthen concern that, at the time of this report, Australian regulation around marketing of food products to children is ineffective.





WHAT ARE THE PRODUCTS - AND WHAT'S IN THEM?

The main products targeted at children and/or adolescents are chocolate bars and other confectionery items.

	Energy (Kj/100g)	Fat (g/100g)	Saturated Fat (g/100g)	Sugar (g/100g)	Sodium (mg/100g)	Dietary Fibre (g/100g)
Caramello Koala	2050.0	25.0	15.1	52.5	130.0	-
Furry Friends	2210.0	29.7	18.7	55.5	90.0	-
Freddo Frog	2210.0	29.6	18.6	55.8	90.0	-
Natural Confectionery Company - Natural Jelly Dinosaurs	1410.0	0.2	0.0	48.9	145.0	-
Natural Beverage Co.	215.0	0.0	0.0	12.3	5.0	-
Chupa Chups	1690.0	0.5	0.5	80.5	< 5.0	-

DIETITIAN'S COMMENTS ON NUTRITIONAL QUALITY

Furry Friends and Freddo Frog

These products are energy dense (lots of kilojoules in a small portion of food) and loaded with sugar and fat. The sugar component is greater than 50% and the fat is 25-30%, most of which is saturated (the cholesterol raising type). One small piece of chocolate contains a teaspoon of fat and about two teaspoons of sugar. There are no real nutritional benefits to speak of, and the cocoa component is only about 26%, which is on par with the fat content. This is a 'sometimes food' to be left for infrequent consumption and in small portions. One good thing about these Cadbury's chocolates is the packaging giving portion control that is if you can limit to just one.

Natural Confectionery Company lollies and Natural Beverages

These 'fruit' lollies are low in fat, but high in sugar. Most of the varieties of lollies are more than 40% sugar and consuming an average serve (about 10 pieces) provides about 5 teaspoons of sugar. The 'Natural' fruit beverages have a similar nutritional content to most other soft drinks. They are empty calories, meaning they do not provide anything beneficial to the diet other than energy in the form of sugar.

Chupa Chups

Sugar on a stick. These lolly pops are 75% sugar or greater. It widely accepted that sugar is linked to dental problems (for example dental caries), thus 'Chupa Chups', 'Natural Confectionery Company' lollies and beverages are not ideal for children, and should be left only for special occasions.



POLICY ON MARKETING TO CHILDREN

According to their website: "Cadbury Schweppes believes that parents and guardians/carers are the most important influence in the development of children. Advertising directly to children is appropriate, only when it is conducted in an environment that supports the parental role, or where the child has reached an age of cognisance and reason, which is now generally accepted as eight years. Because of this, we've withdrawn from advertising directed specifically at children aged less than eight years where they're the majority of the audience and we've introduced a global Marketing Code of Practice, which includes specific reference to children".

Key points of the Cadbury Schweppes Marketing Code of Practice include:

- Cadbury Schweppes do not sell confectionery and carbonated soft drink products through vending machines in primary schools but do by invitation from school or education authorities, place them in secondary schools.
- A commitment to always take into account the level of knowledge, sophistication and maturity of the people we are advertising to.
- Not advertise where children under the age of eight are likely to be the majority of the audience.
- Not advertise during or adjacent to a programme if the content of the advertisement is derived from or associated with that programme.
- Not show children under eight years in advertisements and promotions aimed at children.
- Not misrepresent the potential benefits from the consumption of a product such as status

or popularity with peers, sporting success or intelligence.

- Not seek to gain the address or other personal details of the child, not e-mail children and comply with any higher or additional standards imposed by applicable local law.
- Support the role of parents and other appropriate adult role models in guiding and deciding what children should eat and drink.

Cadbury also has a stated policy on tackling obesity which includes goals and policies relating to products and innovation, marketing, portion sizes, labelling, vending, consumer insight, education, community, business partners, employees, science and other stakeholders.



MARKETING TRICKS WE DISCOVERED

CARTOON CHARACTERS

Almost every one of the products identified in this study has an affiliated cartoon character. In fact, several of the products have the character as the fundamental concept of the product itself (e.g., Cadbury Freddo Frog and Cadbury Caramello Koala). The Cadbury Furry Friends make use of native Australian animals as the Furry Friends themselves and even the Natural Confectionery Company is making use of characters with an entire product named after the famous Australian cartoon character Blinky Bill (which is also the name of the product).



WILY WEBSITES

There are several separate websites under the Cadbury banner. The main company website (<http://www.cadbury.com.au>) is primarily focused on company information such as fundraising, product listing, current promotions, etc.

However, the "Party Pals" link on the site is a section of the website devoted to providing parents with birthday party ideas for children. Advice is divided into 4 age groups; Anklebiters (3-4 years), Nippers (5-7 years), Squirts (8-9 years) and Grommets (10-12 years).

The Cadbury Furry Friends website (http://www.cadbury.com.au/furry_friends/furry_home.html) is themed around the Cadbury Furry Friends chocolates. The "furry friends" are native Australian animals, and the site encourages children to "Meet a Furry Friend," with profiles on all 12 of the Furry Friends.



Another Cadbury site is for the Natural Confectionery Company (TNCC) range (<http://www.tncc.com.au>). The site offers a "Competitions and Stuff" link which allows you to download screensavers and backgrounds that feature the animals that TNCC incorporates with its products (e.g. dinosaurs, snakes, and the Australian icon Blinky Bill). During the research period, there were no competitions being run on this site.

PRINT & TELEVISION ADVERTISING

The actual use of print and television advertisements for products which target children was minimal during the research period, with the exception of a television advertisement for Freddo chocolates.

GIVEAWAYS AND COMPETITIONS



We identified a number of giveaways and competitions, including:

- [WIN Cadbury Easter Packs](#) (Disney Adventures and Total Girl April issues). Readers need to fill in an entry coupon and answer the question: 'My all-time favourite cartoon character is ... Because...'
- [WIN a family holiday to Disneyland](#) (26/02/2007-12/04/2007). To enter, consumers must purchase two products in one transaction from the specified store during the promotion period.

"I DECIDED THE CADBURY ADS TOO BECAUSE UM WHENEVER THEY START SINGING THAT SONG, ITS LIKE DO YOU WISH THE WORLD WAS CADBURY 'CAUSE THEN YOU COULD LIKE EAT WHATEVER YOU WANT AT ANY TIME YOU WANT. YOU COULD BE LIKE IN THE MIDDLE OF A TEST AND YOU COULD JUST START EATING YOUR PEN."

[F, 12 – 14, GROUP 2]

PACKAGING PUSHERS

The Cadbury Furry Friends are packaged in packs of six, with each individual chocolate having a different Furry Friends animal on the front. The pack itself states "Collect all 12 Furry Friends;" in order for the child to do so, they would need to purchase at least two packets of Furry Friends. The idea of the wrappers as collectable items is also reinforced on the website homepage which also states "Collect all 12 Furry Friends wrappers".

SPORT & COMMUNITY SPONSORSHIPS

The Natural Confectionery Company sponsors the Victorian Institute of Sport and the New South Wales Institute of Sport.

The parent brand Cadbury sponsors Smile Day, Good Friday Appeal, Sydney Children's Hospital, PGA (Golf), MasterCard Masters (Golf), Sydney Turf Club, Melbourne Racing Club, South Australia Jockey Club, 2006 Commonwealth Games Team, 2006 Sydney International (tennis).

THE PARENT TRAP

The Natural Confectionery Company product range is positioned as a healthy alternative to regular confectionery. On the TNCC website they claim that their products have "no artificial colours, no artificial flavours and 99% fat free".



CASE STUDY SUMMARY

Cadbury has a detailed policy on marketing to children, which focuses on not targeting children under 8, or including children in advertising materials. The company may state that they support the role of parents in guiding what children should eat, but Cadbury chocolate products are energy dense with little nutritional benefit and their products are predominantly marketed by association with brand-specific cartoon characters designed to appeal to children and with high recognition among the target audience. Further, Cadbury makes heavy use of fantasy ("wouldn't it be nice if the world was Cadbury"), which is highly appealing to children. Packaging of Furry Friends explicitly urges children to collect all 12 wrappers, encouraging increased consumption. The Natural Confectionery company promotions introduce the idea of 'healthy lollies' to both children and parents (even sponsoring top sporting institutes); while the lollies are low in fat (as are most lollies), they are still high in sugar and sodium.



WHAT ARE THE PRODUCTS - AND WHAT'S IN THEM?

The main products targeted at children and/or adolescents are soft drinks.

	Energy (Kj/100g)	Fat (g/100g)	Saturated Fat (g/100g)	Sugar (g/100g)	Sodium (mg/100g)	Dietary Fibre (g/100g)
Coke (regular)	180.0	0.0	0.0	10.6	10.0	-
Fanta	212.0	< 1.0	< 1.0	12.3	15.0	-
Diet Coke with vanilla	1.9	0.0	0.0	0.0	11.0	-
Mother (Energy Drink)	180.0	< 1.0	< 1.0	9.9	5.0	-

DIETITIAN'S COMMENTS ON NUTRITIONAL QUALITY

'Mother', 'Coca-Cola', and 'Diet Coke' are not suitable for children because they contain caffeine.

Each can (250ml) of 'Mother' contain about five teaspoons of sugar, and a can (375ml) of 'Coca-Cola' or 'Fanta' contains about nine teaspoons of sugar.

Although 'Fanta' is promoted as a fruit drink, it only has 5% fruit content.

While there is no sugar in 'Diet Coke', it does contain artificial sweeteners and should not be consumed in large amounts. Diet soft drinks do not contribute energy to the diet, but regular soft drinks provide only 'empty kilojoules' and should not be consumed by children. The acidity and/or sugar content of the soft drinks could be damaging to teeth. It is of concern that these products may displace healthier drinks such as water (which contains fluoride) and milk (which contains calcium).



"BECAUSE EVERYBODY
DRINKS COKE"

[F, 12-14, GROUP 4]

POLICY ON MARKETING TO CHILDREN

The Coca-Cola company was contacted by telephone and the researchers were informed that the company's marketing policies were not available to the public.

However, according to the Coca-Cola 'make every drop matter' website (<http://www.makeeverydropmatter.com.au/commitment.html>) Coca-Cola Amatil (CCA) does not market to children under 12.

In 2004, The Coca-Cola Company decided to remove carbonated soft drinks containing sugar or caffeine from Australian primary schools (although they still distribute them in secondary schools).

Coca-Cola also has a policy on tackling obesity which is primarily based on encouraging higher levels of participation in physical activity through sponsorship and educational programs, including the Active Factor program which encourages children to lead an active and healthy lifestyle, through exercise and education.

The company also states that their range of beverages ensure that there are suitable drinks for the entire family and for every occasion - water, fruit juices, sports drinks as appropriate and, in moderation, soft drinks.

MARKETING TRICKS WE DISCOVERED

CARTOON CHARACTERS

The cartoon characters used by Coca-Cola appear to be designed for each campaign rather than as a long standing company icon. For example, the 'Endless Summer' promotion used the bubble/drop characters in a number of different advertisements and promotional materials, while the launch of Mother energy drink introduced the forest characters of a lemur, monkeydog, and turtoad, as well as the other forest animals, beavers and marmots. These characters are used on the Mother commercials, websites and MySpace page.



WILY WEBSITES

No child specific content was found on any of the Coca-Cola initiated websites; however there is a strong teen orientation.

In addition to the Coca-Cola Amatil corporate website (<http://www.ccamatil.com/>) and the Coca-Cola Company's adult-focused 'make every drop matter' website (<http://www.makeeverydropmatter.com.au/>), there is also a website called Coca-Cola Music (www.coca-cola.com.au), which clearly targets teenagers and young adults.

When registering on the music website, you are taken through a number of steps:

Step 1 asks you to provide your contact details, including email address, phone number and date of birth.

Step 2 simply asks you to confirm your registration with a codeword that is emailed instantly to your email account after completing Step 1.

Step 3, called 'build your personality,' asks direct consumer behaviour questions under the guise of "Want to find people into the same stuff as you? It's easy! Just answer a few questions so we can find out what you're into and soon you'll be surrounded by people with the same tastes and interests as you". Some of these questions are: 'What do you like to spend your money on?', 'what do you most use the internet for?', and 'which of the following best describes your lifestyle?'

Once registered, you are able to design your own profile by selecting the gender, body type, special accessories (such as instruments, sporting equipment), hair style, upper clothes, lower clothes and shoes.

The site itself contains music news, profiles of featured artists, gig guides for touring bands, album reviews (you can also write your own reviews), and music videos that you can watch. You can also add 'buddies' to your profile which means you can instant message other registered members.

There are a number of different chat rooms that you can enter, and you can also design your own voice, which allows you to post blogs. There is also a section called 'tell a friend' where you can enter your friend's email address and encourage them to also visit and join the Coca-Cola music website.

This site also features a link to the 'Zero Movement', which is a site dedicated to Coke Zero, a product mainly aimed at young males. While the site appeared to be on hiatus during the study period, it seems to be designed around an Australian Football League as it states 'get ready for 2007..... but in the off season you should check out Australia's hottest music' (which directs you back to Coca-Cola Live/Music).

**"IT'S ADDICTIVE.
KIND OF LIKE
- BECAUSE COKE HAS
STUFF IN IT THAT'S
ADDICTIVE."**

[M 12 -14, GROUP 3]

PRINT & TELEVISION ADVERTISING

In children's magazines, the only appearance of Coca-Cola was alongside a Hungry Jacks Happy Meal advertisement (as part of the meal - Total Girl, October, 2006) and in an article title 'Regular stuff, weird uses' which highlighted the fact that one can use Coca-Cola to loosen up rusty bolts and clean coins (Disney Adventures, April, 2007).

While children's magazines appear to have an absence of Coca-Cola advertisements (but still the presence of promotional materials such as the Coca-Cola logo appearing on editorial articles), magazines with a more teen-focused content such as Dolly and Girlfriend provide promotional articles as well as the more traditional advertisements.

Dolly magazine (March, 2007) included an article titled 'Are you accidentally Super Sizing yourself?' which encourages readers to 'think before they drink' and more specifically to choose Diet Coke when purchasing a soft drink.

Girlfriend magazine (February, 2007) had a full page advertisement which encouraged readers to 'Taste the Coke side of life', with another suggesting they 'Beat the heat on the Coke side of life'.

Coke Zero is targeted at young males, which of course includes teenage males (either inadvertently or purposely), and this is seen in advertisements in Big League magazine (the official magazine of the National Rugby League). The advertisement in Big League (28/09/06) focused on the Coke Zero slogan: "Real taste and zero sugar".



GIVEAWAYS AND COMPETITIONS

Coca-Cola Live and Local Up Close Bluesfest Competition. Competition details were unavailable as the prize had already been drawn at the time of this research. However, the competition revolved around Bluesfest, a music festival held each year in Byron Bay, NSW (of which Coca-Cola is a major sponsor).

Coca-Cola also ran a competition where people could Redeem Coke labels for tickets to the Live 'N' Local tour, which features a number of popular bands and artists.

**"PEOPLE WITH EXAMS ON
SO THEY CAN STAY UP AND
STUDY."**

[F, 12 -14, GROUP 2, REFERRING TO
MOTHER ENERGY DRINK]

TARGETING TEENS

As well as the teen-targeted website and print and television advertisements discussed above, there are several other advertisements, promotions and products that appear to be targeting teens.

The Live 'N' Local commercials promote the music festival 'Live 'N' Local which features a number of top Australian acts.

Mother Energy Drink is a new product which blatantly targets teens. There are a number of television commercials featuring animated creatures (such as a turtoad, a monkey dog and a paranoid lemur) in swamps and forests talking of tranquillity and Mother Nature, which is designed to perhaps represent the natural ingredient of Mother. In all of these ads the creatures are surrounded by noise and chaos of other creatures (who have consumed Mother of course) and talk of how they just want some peace and quiet.

There are also a number of teaser ads that are based on the 'Wedgedale' comedy series on Channel 10.

The Mother website features details and ingredients of the product which includes the following statement: *"100% Natural Energy; Harness a powerful combination of ingredients, with 100% natural energy, Mother can help energise you and enhance your mental performance. Mother is the low GI natural energy high that won't let you down."*

The site allows you to create a message that others can listen to by selecting a voice, and typing in a message. You can then listen to the message and even send this to your friends. There are also a number of pre-existing messages provided that you can listen to and send to your friends.

The marketing of Mother to a teen audience is continued with these appearances of promotional materials on MySpace; in fact, not only does Mother have promotional internet banners on the MySpace site, but it also has its own MySpace profile. It also allows you to download Mother skins and flash candy to be used on your own MySpace profile page. Downloading these images means that anyone who visits that individual's MySpace page will be exposed to the Mother promotional images. Like any MySpace page, you can add Mother to your friends list, add them to your favourites, send the page details to your friends and add to a group. As at 23/4/07 Mother's MySpace page had 3,202 friends, which of course means that the Mother logo and link to the Mother MySpace page will appear on 3,202 individual MySpace pages.

SPORT & COMMUNITY SPONSORSHIPS

- [The Coca-Cola Indonesian Foundation \(CCFI\)](#) "was established on August 8 2000 to support social welfare and civic and community development projects in Indonesia, especially in the area of education".
- [Australia Foundation \(CCAF\)](#) "was jointly established by Coca-Cola Amatil and Coca-Cola Australia in 2001 for the purpose of development of the young people of Australia".
- [Bluearth](#) "was established in 2001 as a non-profit charitable organisation and operates with the single-minded goal of improving health and preventing diseases of sedentary living through increased physical activity".
- [The Australian Literacy and Numeracy Foundation \(ALNF\)](#) "is an independent tax-deductible charity (DGR), dedicated to raising language, literacy and numeracy standards in Australia".
- [Beyond Empathy \(BE\)](#) "is a not for profit company that combines arts, multi-media and community cultural development to deliver sustainable and long term benefits for disadvantaged individuals, families and communities".

Along with these charities, Coca-Cola sponsors Barnardos Australia, Talent Development Project and numerous sporting competitions and cultural events.

THE PARENT TRAP

Rather than directing their marketing efforts at parents, it appears that there is an emphasis on directly targeting teenagers.

CASE STUDY SUMMARY

Unsurprisingly, Coca-Cola's soft drink products contain 'empty kilojoules', and are mostly high in sugar. Coke appears not to target young children, but aggressively markets to teenagers (and sells within secondary schools). Among this group, there is high value attached to the Coke brand – with teens perceiving Coke to convey a desirable social image. The Coca-Cola Music website attracts teens to a branded site and keeps them coming back to view music videos etc, creating a positive association with the brand. Users are encouraged to email friends through the website - which attracts more teens to the site. Coke's new product, Mother energy drink, is also of concern as it promotes an unhealthy product as 'natural', with drug-related associations (i.e., you drink for a particular physical effect, which includes staying awake and active).



WHAT ARE THE PRODUCTS - AND WHAT'S IN THEM?

The main products targeted at children are breakfast cereals and snack bars.

	Energy (Kj/100g)	Fat (g/100g)	Saturated Fat (g/100g)	Sugar (g/100g)	Sodium (mg/100g)	Dietary Fibre (g/100g)
BREAKFAST CEREALS						
Coco Pops	1603.0	0.3	0.2	36.5	564.0	1.2
Corn Flakes	1582.0	0.2	Less than 0.1g	7.9	720.0	2.6
Fruit Loops	1640.0	15.0	0.5	41.5	470.0	2.4
Frosties	1612.0	0.1	Less than 0.1g	41.3	380.0	1.5
Nutri-Grain	1596.0	0.6	0.1	32.0	600.0	2.7
Rice Bubbles	1603.0	0.4	0.1	9.0	720.0	1.1
SNACK BARS						
Kellogg's Muesli Bars* (choc honeycomb)	1800.0	14.7	11.2	25.3	40.0	4.7
LCM's Coco Pops Kaleidos	1740.0	9.7	4.3	37.4	285.0	1.3
LCM Shakes* (choc shake flavour)	1650.0	9.0	3.5	30.3	320.0	32
Nutri-Grain bars	1750.0	9.3	7.8	36.6	255.0	1.8

* Where a product comes in a range of flavours, we have provided details of the nutritional content of one (representative) flavour

DIETITIAN'S COMMENTS ON NUTRITIONAL QUALITY

Cereals

Kellogg's manufacture some healthy cereals, but the varieties specifically targeting to children tend to be high in sugar and/or salt. 'Cocoa Pops', 'Nutri-Grain', 'Froot Loops', and 'Frosties' are all 32% sugar or more. While 'Rice Bubbles' and 'Cornflakes' have less than 10% sugar they are high in sodium. Breakfast cereals can potentially be a great source of dietary fibre, but unfortunately these cereals have a low fibre content.

"I LOVE NUTRIGRAIN BECAUSE UM, I GET LOTS OF ENERGY"

[M, 5-9, GROUP 2]

"YEAH AND MAKES YOU GROW STRONGER."

[F, 5-9, GROUP 4]



Kellogg's Snack Bars

LCM Coco Pops Kaleidos, LCM Shakes, Nutri-Grain Bar, Muesli Bar (choc honeycomb)

All of these snack bars are too high in sugar and fat, in particular saturated fat. They claim to have a fat content of less than 10% (except the muesli bars ~15% fat), this is true, (about 9.5% fat) however a large chunk of that fat is saturated, and may even contain some trans fat (ingredient lists includes hydrogenated vegetable oils). As with the Kellogg's cereals, sugar appears as the second ingredient in all of these snack bars. The fibre content is very low, with less than 0.5g of fibre per bar (except for the muesli bar which has 1.5g).

POLICY ON MARKETING TO CHILDREN

According to their website "Kellogg places great emphasis on creating honest and tasteful advertising to children with messages that convey the inherent nutritional value of our products. We present these messages in a way that is informative, interesting and also appropriate for a child's level of understanding. It is Kellogg's® policy to comply strictly with children's advertising guidelines."

(<http://www.kelloggs.com.au/DisplayPage.asp?PageID=417§ionid=2&PageCopyID=19666>)

Kellogg's has recently introduced % Daily Intake (DI) labelling designed to show how the food product may fit into your overall diet. Unfortunately, the figures listed on the label refer to an average adult. Children may have much lower or higher energy needs than the average adult depending on age, gender, growth and activity level. Additionally, this may allow consumers to rationalise the inclusion of these foods thinking they will only contribute a small percentage of fat or sugar to the overall diet. Unfortunately these snacks may be displacing other healthy snack foods.

POLICY ON TACKLING OBESITY IN CHILDREN

In regards to encouraging children to exercise more and eat healthier, Kellogg's has developed the 5 Fun Ways to Health and Fitness initiative to teach kids about health and fitness.

MARKETING TRICKS WE DISCOVERED

CARTOON CHARACTERS

As mentioned above, each of the children's cereal brands has a cartoon character as its brand icon – including Coco the monkey for Coco Pops; Toucan Sam for Froot Loops; Snap, Crackle & Pop for Rice Bubbles; and Tony the Tiger for Frosties. In each case, the cereal is described as the favourite food of the character; for example "Frosties is the favourite cereal of the world-famous Tony the Tiger®, who loves it's crunchy taste" and "Kellogg's Froot Loops® are the number one breakfast choice for Toucan Sam®." During the research period Spongebob Squarepants (a Nickelodeon character) was also enlisted as a mascot for the Kellogg's muesli bar range.

WILY WEBSITES

In addition to their main website, which contains a number of promotions targeted towards children and adolescents, Kellogg's has separate child-focused websites for several of their cereal products, including:

- <http://www.cocopops.com.au>
- <http://www.nutrigrain.com.au>

On the main Kellogg's website, there are:

- Details of all of the pack-based promotions (i.e., giveaways and competitions with purchase);
- Solutions to the puzzles and games printed on the cereal boxes;
- On-line games and activities (from simple puzzles and branded pictures which can be printed and coloured-in to interactive skill-based games);
- "Kids Recipes" for cooking with Rice Bubbles.

On the Coco Pops website, children are invited to "register in Cocoland" so they can "do cool things, like saving your high scores and collecting cool Coco cards." In order to register, they need to provide their name, date of birth (optional) and an email address. They are then asked to tick a box to confirm that they want to be added to the mailing list to receive emails and "please get one of your parents to tick here if they agree that you can get these emails."



PRINT & TELEVISION ADVERTISING

We noted very few advertisements in children's magazines during the research period; however, print advertisements for LCMs appeared in women's magazines, such as Australian Women's Weekly (March, 2007), telling parents that "Your kids love LCMs, and now you can see exactly how LCMs fit into their day." The graphic shows a transparent lunch box containing a sandwich, banana, LCM and water bottle along with a "Daily Intake counter," and invites parents to visit the website to calculate their child's daily energy requirements.

LCMs are largely promoted as a snack that children can take to school, with several television commercials that are set in schools and depict school children, class rooms and playgrounds and often revolve around a child's lunch, lunchbox, and children competing for the product. We note that there is an underlying theme in several of these advertisements that children will eat LCMs whereas they will not eat other foods their parents may provide for lunch; and a sub-text of increased popularity among children who have these products in their lunches and parents who provide them.

The emphasis on product giveaways (see giveaways and competitions) is also evident in TV commercials. It is clear that Kellogg's uses such premium promotions to entice and encourage purchase, and in many cases, repeat purchase, in order to obtain the premium.

The Kellogg's cartoon characters also hold their importance in TV advertisements with ads using the characters and their 'adventures' to promote the products. An example of this is the Froot Loops television commercial which shows Toucan Sam paddling a canoe into a cave full of bats, where he is picked up by the bats and flown to a Froot Loop tree.

The more teenage-focused Nutri-Grain has a consistent theme with its television commercials. The ads depict males (either Iron men or teenage boys) consuming the product and then being able to take on extreme sports challenges. It also emphasises that boys who consume Nutri-Grain will grow up strong, competitive and healthy.

GIVEAWAYS AND COMPETITIONS

In February/March 2007, giveaways and competitions included:

- "FREE 3 music downloads and a chance to win an MP3 player" with purchase of any specially marked Kellogg's® Nutri Grain® pack" (29/01/07-30/03/07).
- "WIN a MICROSOFT® ENCARTA® SELECTIONS CD-ROM" inside 1 IN 3 specially marked Kellogg's packs" (01/01/07 to 25/03/07).
- "WIN" a PROJECTOR ALARM CLOCK inside 1 in 3 specially marked Kellogg's® Packs (18/02/07 to 30/04/07).

- "WIN" MP3 Mini Speakers inside 1 in 3 specially marked packs of Kellogg's Nutri-Grain" (30/03/07-15/06/07).

Note that in each case, for packs that do not win, the consumer can still receive a FREE item by collecting the tokens from three promotional packs and using these to claim the premium (with a \$6.50 postage and handling charge).

PACKAGING PUSHERS

As previously stated (under "Giveaways & Competitions"), Kellogg's has numerous pack-based promotions, including those that require tokens to be collected and exchanged for prizes, music downloads and instant wins. However, these are not the only packaging-related marketing tactics that Kellogg's relies on.

All Kellogg's cereals aimed at children have large images of the associated cartoon character on the front of the packages. Often, the Kellogg's child-orientated products include games and activities on the backs of packages (which generally also use the cartoon characters) to further their appeal to young consumers.

Another interesting packaging tactic used by Kellogg's is the multi-packs of assorted breakfast cereals. Kellogg's offers two different cereal multi-packs. The first, perhaps aimed at adults, is simply called "Kellogg's Variety Pack" and offers an assortment of seven cereals (Sultana Bran, Sustain, Just Right, Corn Flakes, Nutri-Grain, Special K and Coco Pops). The other is called the Kellogg's Fun Pack and contains Rice Bubbles, Froot Loops, Frosties, Coco Pops and Nutri-Grain. The packaging is much brighter and has pictures of several Kellogg's cartoon characters (Coco the Monkey, Toucan Sam, Snap, Crackle & Pop, and Tony the Tiger). Not only is the packaging aimed at children, the use of the name "Fun Pack" has an important connotation for parents' purchasing choices.

CROSS PROMOTIONS

Kellogg's has joined forces with Nickelodeon, and the popular cartoon character 'Spongebob Squarepants', to help sell its muesli bars. The packages include Spongebob-themed activities, such as the 'crack the bikini bottom secret code' activity on the back of the Choc Honeycomb pack. Additionally, Kellogg's also released promotional products for the movie 'Flushed Away' (a Dreamworks & Aardman animation), where one of three different activities were found on the back of specially marked 450g Kellogg's Coco Pops, 310g, 525g and 825g Corn Flakes, 340g Froot Loops and 330g packs of Rice Bubbles. These games/activities consisted of a find-a-word, a pixel puzzle and a pipe maze all themed around the movie.

TARGETING TEENS

The Nutri-Grain website is clearly designed to appeal to teenage boys and the product itself is positioned as an energy food for power, strength and performance. The Nutri-Grain website uses dark colours and masculine imagery and is entirely focused on the iron men and the Kellogg's Nutri-Grain Iron man series. When navigating the site you have the options of obtaining information on the series, information on the contestants themselves, and also viewing commercials that feature an iron man fuelling himself with Nutri-Grain (which provides him with the energy and stamina to complete extreme and dangerous activities). The product is overwhelmingly branded as "Iron Man Food".

Nutri-Grain is described on the website as: "a carbo-loaded power pack of energy. As part of a balanced diet and regular exercise regime, Nutri-Grain helps fuel your personal best every time"

The use of music imagery and the free music download/MP3 promotion (described above) are also designed to appeal to teenagers.

SPORT & COMMUNITY SPONSORSHIPS

Kellogg's Nutri-Grain sponsors (and has naming right for) the Iron Man series which is similar to a beach triathlon series. The Nutri-Grain website is entirely themed around this series, with sections such as: 'next rounds', 'want results' and 'finals'. The website also provides profiles on a number of the Iron Man participants, namely Zane Holmes, Shannon Eckstein, Corey Jones and Tim Peach.

Kellogg's is also a major sponsor of Surf Life Saving Australia, including the Kellogg's National Leadership Camp and surf education programs.

THE PARENT TRAP

Across both their mainstream media (television and print) and website communications, the marketing message appears to target parents focusing on positive attributes of Kellogg's products such as added vitamins and minerals, and the 'goodness of rice' but the marketing does not tell parents about the high sugar content and poor fibre content of many of these foods. In 2005 Kellogg's Coco Pops were awarded the 'Smoke and Mirrors' award by the Parents Jury (an online advocate group) for their advertising which was seen to mislead consumers about the nutritional content of the cereal. However, it is clear that the associated infamy has not tempered Kellogg's use of questionable marketing techniques in relation to their children's cereals. For example, on the Kellogg's website, parents are told that "Coco Pops® has no artificial colours, no preservatives and a mix of eight essential vitamins and minerals. Coco Pops® is a good source of vitamins B1, B2 and Niacin, which help

release energy from food. When eaten as a part of a balanced diet, Coco Pops® helps kids achieve healthy growth. It provides iron, zinc and folate, plus calcium for strong bones and vitamin C for healthy teeth and gums."

Similarly:

- Frosties is promoted as "high energy cereal"
- Rice Bubbles as containing "7 vitamins and minerals, NO artificial colours or flavours"
- Nutri-Grain as "High Protein, High Carbo's and Low Fat."
- Froot Loops as "part of a complete breakfast".

LCMs are described on the packaging as: "a light snack made from the goodness of rice combined with yummy ingredients that kids love. LCMs help provide energy for kids to fuel active lifestyles and give them a tasty boost". As discussed under "Print and Television Advertising," LCMs television commercials have a strong subtext about the popularity of the product (and of the children who eat it and parents who provide it). As already stated, Kellogg's Nutri-Grain is marketed to both parents and teenagers as a performance enhancer that provides energy and strength.

CASE STUDY SUMMARY

Kellogg's, like several other companies, has a strong association between its products and brand-specific cartoon characters designed to appeal to children; and markets to children via the inclusion of attractive toys and giveaways in the products themselves and on the packaging. The packaging directs children to child-focused websites where collection of personal information can be used to market directly to children through email. However, of greater concern is the emphasis on associations with sporting events and athletes, with messages that imply that consumption of the products increases energy levels and physical performance. Kellogg's state that they advertise to children with messages that 'convey the inherent nutritional value of their products', yet they skirt the policy and misrepresent the products to parents and teenagers as healthy foods. In contrast to these claims, and Kellogg's proactive health and fitness initiative, most Kellogg's products advertised to children are low in fibre and have high fat and sugar content, making them non-core foods that should not be consumed on a regular basis.





WHAT ARE THE PRODUCTS - AND WHAT'S IN THEM?

The main products targeted at children and/or adolescents are cheese and cheese snacks, macaroni products, spreads and biscuits.

	Energy (Kj/100g)	Fat (g/100g)	Saturated Fat (g/100g)	Sugar (g/100g)	Sodium (mg/100g)	Dietary fibre (g/100g)
CHEESE AND CHEESE SNACKS						
Kraft Singles	1204.0	21.1	13.9	5.2	1412.0	-
Dairy Bites – Cheesy Pops	1429.0	29.2	18.5	5.6	1600.0	-
Dairy Bites – Cheese Sticks	1426.0	29.2	18.5	5.6	1599.0	-
Dairy Bites Snackabouts	1618.0	22.1	12.9	5.2	1156.0	-
MACARONI PRODUCTS						
Easy Mac - Cheese	607.0	3.8	1.9	3.1	281.0	1.0
Easy Mac – Tomato Kraft Macaroni	607.0	3.3	1.7	3.4	263.0	0.8
Macaroni Cheese – Dino Shapes	1551.0	4.2	1.8	10.6	640.0	2.7
SPREADS						
Vegemite	811.0	< 1.0	< 1.0	1.7	3380.0	-
Kraft Peanut Butter (smooth)	2671.0	53.5	11.5	8.2	629.0	-
BISCUITS AND OTHER SNACKS						
Oreos	1999.0	19.8	10.5	40.4	656.0	-
Kraft Peanut Butter snackabouts	2352.0	36.0	10.0	7.4	571.0	-

DIETITIAN'S COMMENTS ON NUTRITIONAL QUALITY

Spreads

Vegemite is a good source of B-vitamins. While it is low in sugar and fat, it does contain too much sodium. Suitable for regular consumption in very small amounts, spread thinly!

Peanut butter is very energy dense so it also should be used sparingly. It is a good source of protein and monounsaturated fat. Peanut butter is a preferable spread choice compared to butter or regular margarine.

Snacks

The Kraft snack foods are energy dense and high in fat (esp. saturated fat) and sodium. Some are loaded with sugar ('Oreos' 40%). The biscuits are not a good source of fibre. The 'Snackabouts cheese' varieties do contain some calcium, but children would be far better off choosing a slice of regular or reduced fat cheese. These foods are only suitable for occasional consumption.

Macaroni Cheese

Both the Kraft 'Easy Mac' and 'Macaroni Cheese' meals are reasonable choices for a quick meal occasionally. They are a good source of protein and calcium, as well as low in fat. The sodium level is too high, but this is routinely the case for pre-packaged meals. The 'Easy Mac' is lower in energy (607 kJ vs. 1551 kJ per 100g), contains half of the sodium, 1/3 less sugar, and has a similar fat content. However, 'Easy Mac' does not contain as much calcium as the regular 'Macaroni Cheese'.

Cheesy Pops

The packaging says 'Cheesy Pops are good for growing teeth', yet they do not list calcium on the nutrition information panel. They are high in fat, saturated fat, and sodium.

Singles

Great source of calcium, but high in saturated fat and sodium. A better option for children over 2 years of age would be Kraft 'Free Singles' which is much lower in fat and energy. Cheese is rich in essential nutrients such as vitamin D, calcium and protein, thus can be consumed regularly in small amounts (e.g. 1 slice). The portion control/packaging in single serves is useful to help control energy intake.

POLICY ON MARKETING TO CHILDREN/ TACKLING OBESITY

No details on the marketing policies of Kraft to children are available. The company was contacted via the websites 'Contact Us' link and the response given was that "unfortunately all marketing information is considered confidential and we regret that we are unable to provide you with further company information other than what is detailed on the Kraft Australia website".

"YEAH EASY MAC ALWAYS LIKE – WE ALWAYS HAVE EASY MAC FOR LIKE WHEN IT'S LIKE – OH QUICKLY HAVE LUNCH BEFORE WE GO KIND OF THING JUST ... WE JUST HAVE SOMETHING TO SNACK ON."

[F, 12 -14, GROUP 4]

MARKETING TRICKS WE DISCOVERED

CARTOON CHARACTERS

The Dairy Bites range uses 'Moo' the cow on all its product packaging as well as advertising. The Kraft Peanut Butter range uses the peanut bear, which is also displayed on all jars of Kraft peanut butter, and on the Kraft website. The bear can also be found on the Dairy Bites Peanut Butter Snackabouts packaging.

The "Kids Cooking" section of the website provides recipes for children to make, all of which include at least one Kraft product as an ingredient.

WILY WEBSITES

On the Kraft homepage (www.kraft.com.au), the 'KidsRoom' menu option takes you to the 'Inside the KidsRoom' page, which provides some maths facts for kids, as well as other links.

The Dairy Bites section of www.kraft.com.au has four links: "Products," "Competitions," "Downloads" and "Puzzles and Games." The "Products" page provides descriptions of the product category, including the statement that "Kraft Dairy Bites makes snack time even more fun with its range of tasty and nutritious snacks. Kids big and little love the mild and creamy taste of Dairy Bites cheese snacks, which are great for the lunchbox and a perfect way to help your child eat enough calcium daily." It also provides overviews of each product type within the Dairy Bites range; and provides information about the nutritional and health benefits of each product, with a particular emphasis on the calcium content of product containing cheese.

The "Nutrition and Product Facts" link within this page provides nutritional information regarding the peanut butter and cheese products. These nutrition claims are positioned as educational facts such as "Nutritional Facts: Do you know that calcium and casein in Kraft Cheese make your teeth strong?" and "Nutritional Facts: What's good about cheese?"

PRINT & TELEVISION ADVERTISING

The emphasis on the importance of calcium to children is also evident in the print advertisements targeting parents. For example, the advertisement for Kraft Dairy Bites Cheesestiks in the magazine Women's Weekly (November, 2006) positioned the product as a 'great tasting source of calcium to build and strengthen the enamel of young teeth.' The advertisement also stated that the product was recommended by the Australian Dental Association. Another print advertisement in New Idea (Feb 07) promoted the concept of protecting children's teeth against plaque by consuming Kraft Dairy Bites Cheesestiks, with the graphics of the ad depicting the cartoon cow 'Moo' holding a cheese stick that doubles as a toothbrush.



GIVEAWAYS AND COMPETITIONS

No relevant competitions or giveaways were identified during the research period.

PACKAGING PUSHERS

The Kraft 'Macaroni and Cheese Dino Shapes' not only provide pasta in the shape of dinosaurs (which clearly appeals to children), but the packets themselves also make use of activities and cut-outs to further appeal to children. A pack of 170g Dino Shapes provides Jig-O-Saur cards, which the child can cut out from the back of the packet. Each packet supplies two cards which can then be put together almost like a small puzzle to create a 'silly dinosaur'. However, the emphasis is on collecting all the cards, so that not only can mismatched pairs be made, but also the correct card pairings to create the correct dinosaur. Each card also includes jokes and dinosaur facts.

SPORT & COMMUNITY SPONSORSHIPS

- **"Kraft Cares"**: program through which company donations are channeled to support charitable causes and community organisations involved in health and wellness (especially for children), hunger programs and the environment. Employees also make donations to a range of charitable causes.
- **Oz Child**: not-for-profit organisation which aims to enhance the opportunities and well being of children and young people.
- **Foodbank Australia**: provides food to charities.
- **Landcare Australia**.
- **Goulburn Broken Indigenous Seedbank**.

THE PARENT TRAP

Many of the Kraft products that are intended for children, particularly those with cheese or peanut butter, are positioned as nutritional snacks that can, and perhaps should, be consumed on a daily basis.

Dairy Bites Cheese

Within the Dairy Bites range, most products are described as being 'designed specifically for children' and as excellent snack food that contains the calcium that children need for healthy teeth. For example, the Fridge Sticks (Cheesestiks) are described as "a great cheese snack for kids. They love the delicious mild, creamy Kraft taste and with 20% of your child's RDI of calcium in each stick, they are higher in calcium than many other cheese snacks so are a great way to help your child grow strong teeth." Overall, the products are positioned as having superior calcium content to other products because they are designed specifically for growing children.

Promotion of the nutritional benefits of calcium goes beyond the Dairy Bites range, with large amounts of information on the website dedicated to convincing children and parents alike of the overall benefits of the calcium in Kraft products, as well as numerous other nutritional components. It also goes on to explain that calcium is needed every day as the body continually replaces it, and without it bones become weak and can fracture easily. While this may well be true, it also has benefit for Kraft by suggesting that calcium rich products must be consumed everyday, thus encouraging consistent and less sporadic purchases of their dairy products.

Corresponding with the positioning of the products on the web and in advertisements, the packages themselves emphasise the health benefits of the products.

Snackabouts

The Dairy Bites Snackabouts (rather than the vegemite and peanut butter variety), which contain biscuits and a flavoured cheese spread, are positioned as a 'fun and convenient snack ideal for kids' lunchboxes or as an after school snack', and it is highlighted that they contain the goodness of Australia's favourite Kraft spreads. Again, this emphasises the apparent superior 'goodness' of Kraft cheeses, and while the word 'goodness' is highly subjective, it could easily be assumed that this is a reference to the health properties of the products.

Easy Mac

The Easy Mac product range is positioned as a small and convenient meal to provide to your teen or child as a snack ("after school or on weekends"), with the emphasis placed on how easy it is to prepare. It is also promoted as being a source of calcium and containing no artificial colours, flavours or preservatives (both on the website, and the product packaging itself).

Peanut Butter

The promotion of the Kraft peanut butter products also heavily emphasises nutritional information, including claims that:

- Peanuts are packed with essential vitamins and minerals.
- Peanuts are among the foods having the lowest GI.
- Many kids don't eat enough of the protein, vitamins and minerals they need during their growing years.
- Peanuts are a powerhouse of protein so it's great food. A single peanut butter sandwich provides almost half of the Recommended Daily Allowance of protein for kids aged 4-7 and a quarter of the RDA for 8 to 11 year olds.
- Peanut Butter has been shown to satisfy hunger up to five times longer than some high carbohydrate snacks like rice cakes?
- It also has lots of other important vitamins like B6, E and folate; minerals like copper, phosphorous, magnesium and iron; plus dietary fibre.
- Healthy eating isn't just-fat-free eating.

CASE STUDY SUMMARY



Kraft does not have a publicly available policy on marketing and children. While many of the products produced and promoted by Kraft have nutritional value – such as high calcium – they are positioned as a healthy product overall and marketed to parents based on their nutritional value, neglecting aspects such as high fat and sodium. Cute characters feature on its packaging and website pages for kids, with the latter also pushing the nutritional benefits of Kraft products to the kids. Kraft emphasise the 'convenience' aspect of their pre-packaged, overly-processed foods, both for school lunches (e.g., cheesy-pops) and after-school snacks (e.g., EasyMac); in both cases, replacing more nutritious options such as fresh fruit or regular cheese.



WHAT ARE THE PRODUCTS - AND WHAT'S IN THEM?

The main products targeted at children and/or adolescents are convenience foods/meals such as Happy Meals; the following outlines the nutritional content of the products within Happy Meals.

	Energy (Kj/100g)	Fat (g/100g)	Saturated Fat (g/100g)	Sugar (g/100g)	Sodium (mg/100g)	Dietary Fibre (g/100g)
Cheeseburger	1080.0	11.5	5.1	4.4	634.0	-
McNuggets	1180.0	18.1	2.8	0.5	448.0	-
Sauce (sweet & sour)	762.0	0.0	0.0	27.8	557.0	-
Pasta Zoo	774.0	5.0	2.6	0.4	221.0	-
Zoo Goo	254.0	1.1	0.3	7.7	527.0	-
French Fries	1480.0	19.0	2.3	0.0	340.0	-
Soft drink (Coca Cola)	159.0	0.0	0.0	9.3	8.0	-
Chocolate Shake	336.0	0.9	0.6	13.2	56.0	-
Reduced Fat Milk with chocolate flavoured straw	260.0	2.0	0.9	6.4	50.0	-

DIETITIAN'S COMMENTS ON NUTRITIONAL QUALITY

Looking at servings (e.g., total nutrients from the happy meal combinations), the Pasta Zoo meal contains less than half of the fat and sugar compared to that of the cheeseburger and chicken McNugget happy meals. The saturated fat content of Pasta Zoo is similar to the McNugget meal, but about half as much as the cheeseburger meal. It also contains slightly less sodium and substantially fewer kilojoules. [Energy per serve McNuggets meal=2285 kJ, Cheeseburger meal=2088kJ, Pasta Zoo meal=1363 kJ] Considering the current epidemic of childhood obesity, this difference in energy could have an impact. An added bonus is the calcium content of milk included in the Pasta Zoo meal, accounting for about 1/3 of daily needs.

Is it surprising that a small serve of pasta with tomato sauce and milk to drink is better for children than a cheeseburger or fried chicken nuggets, fries and a coke? The question is: will children go for it, or will they be able to pester their parents for their old favourites once the smell of freshly cooked French fries hits their noses?

**"I THINK LIKE MCDONALDS
THEY GOT LIKE SOME FREE HEART
TICK APPROVED - BUT THEY
MIGHT HAVE BRIBED THEM OR
SOMETHING."**

[M, 12 - 14, GROUP 3]



POLICY ON MARKETING TO CHILDREN

No details of the marketing policies of McDonald's regarding children are available.

McDonald's Australia was emailed via the 'Contact Us' link on the website, and they advised us that "all information, available to the public, can be found in what is known as the McDonald's MacPac."

They also provided directions for accessing this information; however the MacPac provided no references to the company's actual marketing policies.

POLICY ON TACKLING OBESITY

McDonald's 'MacPac' (company information pack) states:

"We're concerned about issues such as obesity, improving our diets, our own health and the health of our children. McDonald's Australia believes that as the country's largest and best known name in the Quick Service Restaurant industry, it has a responsibility to take a leadership role in regard to the issue of public health in this country. In the last four years McDonald's has introduced landmark menu and food initiatives as we've pursued our goal of helping Australians live healthier lifestyles."

MARKETING TRICKS WE DISCOVERED

PRODUCT BUNDLING

McDonald's offers a range of "bundled" products (where the purchase of a group of menu items is markedly cheaper than the combined price of the individual items and/or there are additional incentives for purchase).

The Happy Meal

McDonald's Happy Meals typically include nuggets or a cheeseburger, combined with French Fries and a drink. The default drink in a Happy Meal is a soft drink. Recently added to the McDonald's menu is the lower energy Pasta Zoo Happy Meal which includes animal shaped pasta, Zoo Goo dipping sauce, a cup of milk and a flavoured straw.

Happy Meals are particularly appealing to children as they include a toy, often associated with television programs or a recent movie release. The toys included in these meals are typically collectable, gender specific and updated regularly.

The Family Meal

While not generally widely promoted through the mass media, McDonald's also offers a "Family Meal." This offer, which is promoted in-store and in external signage at selected premises, provides for the all-inclusive price of \$19.95 (less than it would generally cost to prepare a healthy meal for a family of four): 2 BigMacs, 2 Cheeseburgers, 2 medium french fries, 2 small french fries, 4 medium soft drinks and 10 McNuggets.

The Value Meal

Also promoted in-store and in external signage at selected premises, the "Value Meal," for the all-inclusive price of \$7.95 (only \$2.00 more than a Happy Meal), includes: BigMac, Cheeseburger,

medium french fries, medium soft drink and a sundae. Despite the enormous amount of food, the fact that this meal contains one drink confirms that it is designed for consumption by a single individual.

CARTOON CHARACTERS

McDonald's characters, and in particular Ronald McDonald, are highly recognisable and pervasive. Characters such as Ronald, Hamburgler and Grimace are evident in McDonald's stores and on their website, merchandise and print and television commercials.

During the study period McDonald's was running a series of three television advertisements which promote road and pool safety and active fun. The advertisements (which have also existed for some time as print campaigns in children's magazines) feature Ronald, Hamburgler and Grimace with children but interestingly no food or merchandise, and the McDonald's logo (Golden Arches) is only displayed on Ronald's clothing and at the end of the advertisement (the word McDonald's is not used in the advertisement). However, given the extremely high recognition of the Ronald McDonald character (among adults and children alike), this clearly still functions as a McDonald's advertisement.

WILY WEBSITES

The McDonald's website has a child targeted section titled "KidsChoice". This part of the website is broken into four sections, these are, "Ronald", "Parties", "Learn and Play" and "Happy Meal".

"I PLAY ON THE
COMPUTER A GAME
FROM MCDONALD'S."

[M, 5-9, GROUP 2]

In the Ronald section of the website children can write to Ronald by filling in an online form. In order to receive an email or letter (via post) children must submit their name, date of birth, gender, hobbies, their email address and their parents email address or postal address. Children are told "if you want me to write to you, ask your mum or dad to help you fill in your details".

The Get Active with Ronald section briefly outlines reasons for being active and includes a link to the external web site by Nickelodeon called "Never Stop Playing" (<http://nickjr.com.au>).

The Learn and Play section of the website has downloadable screensavers and wall papers, and numerous games which all feature Ronald and friends.

The online games feature Ronald and friends, with one game titled "catch the nuggets". Pictures can also be downloaded for colouring-in and these also feature Ronald and friends.

The KidsChoice section of the website focuses on Happy Meals. During the study period this part of the website feature the food and toys currently offered in a McDonald's Happy Meal, "new fantastic facts" and up coming toys to be included in Happy Meals.

GIVEAWAYS AND COMPETITIONS

As mentioned previously, Happy Meals appeal to children because they include a toy which is typically associated with a children's television program or movie release. These toys are usually in the form of a collectable set (of four or more), thus children are encouraged to return to McDonald's regularly to collect the set. Recent Happy Meal toys have included: Teenage Mutant Ninja Turtles figurines (March-April 2007); Yu-Gi-Oh GX collectables and Hello Kitty accessories (from 27 April 2007).

PRINT & TELEVISION ADVERTISING

In the print and television ads alike, when targeting parents, the new McDonald's Happy Meals (specifically the zoo pasta) are referred to as providing energy and being high in protein. For example, in a 2-page advertisement in the Australian Women's Weekly (October 2006 and February 2007) the pasta meal was promoted as providing energy through its carbohydrates, using natural cheese and roasted vegetables to "fuel active kids....good for growing muscles". The television commercials also convey this message with claims of the meals being developed with the help of nutritionists and parents, and being 'high in protein with energy for active kids'.

In comparison with the advertisements aimed at parents which highlight the nutritional benefits of McDonald's products, when targeting children the advertisements are focused predominantly on

the toys that come with the meal. For example, a recent television advertisement promotion for the "Disney's The Wild Happy Meal" features a young boy imagining that he is riding a rhino through the drive-through. For this same set of toys, another television advertisement used clips from the film and stated that children should collect all the toys.

In children's magazine advertisements, the focus of the advertisements is even more blatantly the toys rather than the actual product (i.e., the meal). Happy Meals print advertisements typically contain only a small visuals of the meal itself, with majority of the ad containing images of the incentives (toys) as well as, in some cases, games and detachable keepsakes – such as a quiz, crossword, maze, cut out puppets (for example, Total Girl, January, 2007 the 'Littlest Pet Shop' Happy Meal promotion in had a pet owners certificate for the collectables).

As well as the HappyMeal toy promotions, McDonald's advertisements in children's magazines include:

- Ronald McDonald Road and Pool Safety Messages (discussed above);
- pull-out posters for collectables;
- cartoons titled 'Pasta Zoo', based on the characters of Happy Meal which encourage the child to 'eat them, before they eat you'; and
- information about the current incentives on "editorial pages" promoting the Happy Meals, such as monthly calendars or 'Hyped' pages.

Point of purchase advertisements are also common at McDonald's stores with materials such as tray liners providing activities for children and promoting particular products. For example, the recent "Eat them before they eat you!" Pasta Zoo Happy meal promotional tray liner that provided a word puzzle activity and information on the Pasta Zoo Happy Meal.

TARGETING TEENS

There is no specific material on the McDonald's website targeted at teens or any specific teen-targeted foods.

However, in order to reach the teen market, McDonald's:

- Sponsors the television program 'Australian Idol', which is popular with younger audiences. As well as the in-show promotions, there are a series of television commercials which feature Ronald at the auditions.
- Is one of the sponsors of the Australian ARIA music awards and had several commercials dedicated to promoting the nominees of best female artist with "Maccas. Rocking the ARIAs".



MERCHANDISE

McDonald's also targets children and teenagers (and their parents) by offering a range of merchandise that is available through toy and department stores, including:

'McKids' range of toys:

Marketed for children aged 3 and older, available in Big-W and other discount department stores:

- play food sets (containing plastic food items)
- an electronic cash register set (containing a toy cash register, drive-through headset, McDonald's hat, plastic food and money).

McDonald's 'Let's Play Together' games:

- McDonald's 'Play Place Game' which "teaches shape recognition, encourages turn taking and fair play, fine tunes small motor skills, and provides quality time together" (by having children move play pieces through a McDonald's playground).
- McDonald's 'McNugget Buddies Masquerade Ball Game' which "teaches counting and picture matching, encourages turn taking and fair play, fine tunes small motor skills, and provides quality time together" (by having children race to get their "McNugget" dressed for the ball and back to McDonald's by midnight)

'Vintage' clothing

- During the study period McDonald's was selling a range of "vintage t-shirts" through Myer Miss Shops, targeted at teenage and young adult women.

CROSS-MARKETING

McDonald's also utilises cross promotions with other companies who target children (as seen with the promotion of happy meal toys) with such things as links from other home pages to that of McDonald's. Shortly after McDonald's announced that Unistraw's Sipahh straw would become a key component in its new pasta zoo happy meal, cross promotion was utilised to encourage trial of the relatively unknown product and brand (Unistraw's Sipahh), while simultaneously promoting McDonald's Happy Meals. For example, in Total Girl magazine (April, 2007 issue) a free sample of the Sipahh straw was attached to a McDonald's Zoo Happy meal promotional leaflet. This leaflet stated "Pasta Zoo happy meal comes with a fun Sipahh milk flavouring straw". In addition the packaging of the Sipahh straw attached to the advertisement states "Sipahh adds only ½ teaspoon of sugar to a glass of milk" and that the product has "natural colours, no artificial flavours, no preservatives". These claims assist McDonald's by further emphasising the positioning of the Pasta Zoo Happy Meal as a healthier meal option.

SPORT & COMMUNITY SPONSORSHIPS

McDonald's sponsorship guidelines, which are outlined on their website, state that: "we are especially dedicated to providing children with ways in which they can live a more balanced, active and enriched

lifestyle." Current sponsorship includes a range of junior sports competitions at the local and state level.

THE PARENT TRAP

The entire concept of McDonald's is promoted to parents as an adventure that their child will enjoy and that will stimulate their imagination. This is evident in the constant reference in advertisements to children daydreaming/ creating imaginary worlds when at McDonald's. This appeal is summed up by the statement in a recent television commercial: "You see a trip to McDonald's, they see a magical adventure."

- **Playlands:** Most McDonald's stores also provide a Playland which is attractive to children. This Playland also appeals to parents because children are able to play in a safe and interesting environment. These Playlands are also promoted through several television commercials aimed at parents that display children in fantasy worlds with spaceships and exotic animals (when the parent can see that they are "safe" in a McDonald's Playland and it is merely the child's imagination).
- **Parties:** McDonald's website provides information about parties for children, and this section also includes a store locator. The website entices parents by stating: "we make it easy for you to get your child's friends together to share some food and some great fun and games! And best of all, we do the cleaning up!"
- **Deli Choices, Lighter Choices, Tick Approved Meals and McCafe:** Developed to appeal to parents who were previously reluctant to visit McDonald's.

CASE STUDY SUMMARY

McDonald's have made an effort to improve the nutritional content of one of their children's happy meal products with the introduction of the Pasta Zoo. However, the environment remains one in which the traditional high fat and high kilojoule products are still very much seen, smelt and available. McDonald's do not have a publicly available policy on marketing to children. They heavily target children in terms of the overall McDonald's experience, with marketing communications primarily focused on the collectible toys (frequent visits are needed to collect complete sets) rather than on the foods themselves - to the extent that the food items are not mentioned in most of the print ads. McDonald's also targets parents through low-price product bundles and the introduction of healthy foods (however the levels of scepticism exhibited by some focus group participants suggests that the recent association with the Heart Foundation may have damaged the Foundation without having any impact, positive or negative, on McDonald's).



Nestlé

Good Food, Good Life

WHAT ARE THE PRODUCTS - AND WHAT'S IN THEM?

The main products targeted at children and adolescents are dairy and desserts, drinks, breakfast cereal, cereal bars and confectionery.

	Energy (Kj/100g)	Fat (g/100g)	Saturated Fat (g/100g)	Sugar (g/100g)	Sodium (mg/100g)	Dietary Fibre (g/100g)
DAIRY & DESSERTS						
Nestle Yoghurt for children	482.0	3.2	2.3	16.3	58.0	-
Nestle Fromage Frais for children	389.0	1.8	1.3	11.8	176.0	-
Nestle Chocolate Mud Mousse	854.0	11.1	7.8	19.9	49.0	-
Nestle Milkybar Dairy Snack	680.0	8.3	6.2	16.8	51.0	-
DRINKS						
Milo	1820	10.0	7.1	46.4	170.0	4.0
Nesquik Chocolate Sachets	1670.0	2.8	1.8	80.7	20.0	-
BREAKFAST CEREAL & CEREAL BARS						
Milo Cereal	1658.0	5.8	2.9	30.7	137.0	4.2
Nesquik Cereal	1605.0	4.0	1.6	31.8	233.0	5.1
Nestle Cheerios	1559.0	3.9	1.1	21.6	500.00	6.6
Nestle Milo Energy Snack Bars with Milk	1710.0	10.7	5.2	39.9	95.0	-
CONFECTIONERY						
Allen's "Happy Feet" Cola Penguins	1430.0	< 1.0	< 1.0	47.6	96.0	-
Allen's Monster Party Mix	1670.0	4.9	4.1	61.9	110.0	-
Wonka Nerds	1557.0	0.0	0.0	92.3	7.3	-
Wonka Sherbet Fizz	1690.0	5.5	4.6	45.9	230.0	-
Nestle Milkybar	2340.0	34.5	21.1	55.5	115.0	-
Nestle Smarties	2000.0	19.1	11.2	65.2	65.0	-



DIETITIAN'S COMMENTS ON NUTRITIONAL QUALITY

Chocolate (Milkybar and Smarties) and Confectionery

The chocolate products are very high in sugar and fat with little nutritional value. They are also energy dense packing in around 300 kilojoules in a bite size portion. These foods should be limited to only occasional consumption. Allen's Happy Feet and Monster Party Mix, Wonka Nerds, and Sherbert Fizz are all very high in sugar, ranging from ~50-92% sugar content. Some of them are also too high in saturated fat.

Beverages: Milo and Nesquik

Both of these beverages are high in sugar ('Milo': 50%, 'Nesquik': 80%). 'Milo' is higher in saturated fat and is more energy dense than 'Nesquik'. 'Milo' has some added nutritional value because it is fortified with Vitamins A,C, B, calcium, and iron. These beverages are normally added to milk, so overall they are reasonable choices providing essential nutrients such as calcium, phosphorus, potassium, and protein. Milk without the added beverage base would be preferable, but as children are maybe likely to drink milk with 'Milo/Nesquik' it is a reasonable overall choice.

Dairy Desserts

'Milkybar' dairy snack is a good source of calcium but too high in saturated fat. 'Chocolate Mud Mousse' also contains too much saturated fat; a small 50g tub contains about 4g saturated fat. In addition it contains added sugars. Calcium is not listed on the nutritional information panel, which means the calcium content may be minimal. A low fat yoghurt or custard would be a better choice.

The 'real fruit' content in 'Nestle Real Fruit Yoghurt' is only 5%. This snack is a good source of calcium and protein. It contains slightly more fat compared to others on the market, but would still be suitable as an 'everyday food'. Because it is not reduced in fat, children under the age of 2 can also enjoy it.

Fromage Frais is a great source of calcium, protein, low in fat and saturated fat. It is also low in sugar compared to other yoghurt or dairy snacks. The packaging says this product is designed for children 1-3 years old, but it is suitable as an 'everyday food' for older children as well.

POLICY ON MARKETING TO CHILDREN

Following (and quoted verbatim) are the policies regarding children and marketing for Nestle Australia Ltd (available at <http://www.afgc.org.au/actionplans/08-nestle.cfm>).

- Adhere to the Australian Association of National Advertisers (AANA) Code for Advertising to Children.
- Promote voluntary national self-regulatory mechanisms encouraging responsible advertising to children on TV.
- Nestlé Foodservice Division will develop specific recipes and products for school canteens and a dedicated website to help school canteens plan menus.
- Nestlé corporate television campaign will feature Liz Ellis encouraging "good food good lifestyle" messages and raising awareness of the Milo Junior Development Cricket programs and AIS PHPDE curriculum programs in schools.

POLICY ON TACKLING OBESITY

According to Nestle, the company tackles obesity by activities that include:

- Developing units for the Personal Development, Health and Physical Education teachers resource material for Years 5 & 6.
- Distributing the Get Out, Get Active booklet for children and parents and the Winning Diet booklet for active people and health professionals.
- Developing new executions for television explaining Nestlé's commitment to good nutrition and healthy lifestyles.



MARKETING TRICKS WE DISCOVERED

CARTOON CHARACTERS

The Nesquik Bunny is one of two consistent cartoon characters that Nestle uses. The Nesquik Bunny can be found on the Nesquik advertisements, promotional materials and website, as well as on the packaging of all Nesquik products. The Nesquik Bunny is positioned as a child himself, and can often be found participating in sporting activities such as bike riding and sledding, and is often displayed

consuming a Nesquik drink or cereal. The second consistent character is the Milkybar Kid. The Milkybar Kid is a young cowboy who loves Milkybars and is often displayed on Milkybar packages as well as on the Nestle website. The Milkybar gang (his group of friends) consists of Reddie Reggie, Shakin Shelly and Daisy (the cow).

WILY WEBSITES

The main Nestle Australia website (www.nestle.com.au) has a link to the 'Fun and Learning' page which is designed for children. Several downloadable screensavers and wallpapers are available that are based on images of Nestle Allen's Bursting Bees (a confectionery product).

Under the 'Junior Primary School Projects' link, images of parrots are used as guides through the page. The site provides specific information on the main product categories that are intended for children (e.g., Milo, pasta/noodles, Smarties). Most of these pages provide some form of nutritional information, product history, how the product is made and some recipes. Each page can be downloaded as part of a work book that children can take to school. Printable PDF files can be coloured in.

The 'Middle & Upper Primary School Projects' link lets you 'ride a rollercoaster' through nine Nestle Food Worlds, take a quiz and get sports tips via the 'Get Out, Get Active, Get Healthy' link.

The 'Get Warped' link can take you to the 'Milkybar' 'Rustle Up' game that requires finding the 10 hidden Milkybars in a picture, and the 'design your own Milo gear' activity. Alternatively, you can warp to the Nesquik site (www.nestle.com.au/nesquik) the homepage displays two doors, one for parents and the other for 'kids only'. Kids can download activities and personalise the look of the kids homepage. The 'Parent Stuff' page allows you to download bedtime 'Bunny Stories' which are based around the Nesquik bunny as well as party invitations that feature the character.

The Noodolbot website (www.noodolbot.com) is the official site for Nestle Maggi 2-minute Noodles, and allows children to become members by providing their first and last names, age, gender and country. They are requested to "check with your parental beings that it is ok for you to be here and to receive messages from us..." They are also required to enter their full address, email address, home phone number and mobile phone number. You can download Noodolbuddy 2.0, which is software that appears to allow the child to interact with a Noodolbot (the robots) and also receive instant updates from Nestle.



PRINT & TELEVISION ADVERTISING

The television advertising to children for Nestle products included several advertisements for Milo cereal. The first promoted the free Hey Gilly desktop coach CD, which featured Adam Gilchrist appearing in front of a young boy who was using the free CD, and another that displayed young people eating the cereal and then participating in fun and energetic activities.

Nesquik cereal also had a television advertisement featuring the Nesquik Bunny flying a kite with some children. The wind blows the house door shut while they are outside and they can't get to the cereal, so they use a remote control fire truck to retrieve the cereal through the cat door.

There was a commercial for the Nestle Allen's Happy Feet promotional pack of Smarties that showed images from the film, and also stated the release date for the film.

A print advertisement for Milo (Total Girl, September 2006) featured Torah Bright (pro snowboarder) and included a numerical listing of the practice runs, hours of training, competitions and amount of x-rays received Torah endured to complete 720 switch frontsides, as well a photo of Torah. There was also a print advertisement for Wonka Sour Nerds (Total Girl, Feb & March, 2007).

GIVEAWAYS AND COMPETITIONS

Giveaways: "FREE 'Gilly Desktop Coach' CD inside specially marked packs of Milo cereal. There are two different CDs to collect" and "FREE Cool Lace Aces with every specially marked pack of MILO cereal". "FREE Magazine. Inside every specially marked pack of MILO® Cereal is one of five wicked MEGA MINI MAGS (SURFING LIFE, SNOWBOARDER, FREERIDER, SLAM or CHIK mag shrunk down to pocket size) as well as "WIN a years' subscription to one of 4 wicked magazines (entries close 04/05/07).

On the MiPlace website, you can win one of 10 prize packs that include "a backpack, t-shirt, hat, DVD, magazine subscription, CD and loads more!!!" There is also a sporting competition called Junior Planet X Games that is open to those between 10 and 16 years old. "Upload your video (of you skateboarding) on the MiPlace website ... and you could be one of the top 12 junior athletes in your age group selected to compete in the State regional qualifying heats.

The Green Dream Promotions: Children who are 18 years or under (at 31/12/06) can WIN a \$5000 Dream Grant. Also, you can WIN dream sports gear with Milo (01/01-31/05/07) by sending the barcode as an SMS or online.

The winners select one of three packages (10 of each to be won) of snow, cricket or surf gear (\$720-41136 RRP). Finally, you can WIN a Dream Session (01/01/07-26/03/07):

Snow Prize- Snowboard in Thredbo with Torah Bright valued at up to \$4,735.

Cricket Prize- Win a trip within Australia for coaching with Adam Gilchrist valued at up to \$4,454.

Surf Prize- Surf in Western Australia with Taj Burrow valued at up to \$4,200.

Importantly, the size and scope of the Green Dream prizes increases with the size of the purchase (i.e. a 750g tin only allows you to win sports gear, but if you purchase the 1kg tin, you can enter to win an entire experience with a famous sports star of your choice).

PACKAGING PUSHERS

Nestle use product bundling with premiums to entice purchase. An example of this is the promotional pack, called the MILO Powder Mini-Ball Pack, which had a 900g pack of MILO plus a fully inflated Mitre training soccer ball in limited edition boxes, "for only \$12.95."

The in-pack promotions that are used by Nestle Milo all appear to encourage repeat purchase by having the premiums as part of a set (e.g., two Gilly CDs, five different shoe laces and five different magazines to collect). The Milkybar products encourage children to choose a packaging based on the gang member character profile it provides, and encouraging multiple purchase so they can collect all the profiles.

Products such as Nestle Real Fruit Yogurt and Fromage Frais are packaged in such a way that children have a choice of theme/character when the product is being purchased. The exact same product (although in some cases different flavour combinations) are presented in numerous different packages to target the gender and character preferences of the child. These are all themed around popular movies, cartoon characters and children's entertainment groups (Hi-5).



TARGETING TEENS

The Milo product range is clearly targeting the teen market with its heavy emphasis on sports and performance evident on packaging and associated websites. One Milo website (www.milo.com.au) is referred to as 'the street' and has links to sports pages (i.e. the Milo football, the Milo cricket and the Milo snow websites).



A second Milo website (www.miplace.com.au) encourages teenagers to produce their own sporting footage or images and upload it to the website so others can view it. The site strongly encourages users to register and provide personal contact information. Under the MiGames link, you are given the opportunity to play a number of different games called Milo Mashed sports that combine aspects of two different sports to create a new game. The page states "So smash into a bowl of nutritious MILO® Cereal, grab your mates and burn your energy making up the craziest game you can think of. THEN TELL US ABOUT IT...prepare to bask in the glory of your adoring peers on MIPLACE."



It is interesting to note the continual emphasis on peer acceptance and approval through the notion of doing activities with your friends, and for the praise of others. The MiPlace site refers to peer acceptance as 'cred' and provides the following statement: "Peer Cred. Street Cred. Freak Cred. No ones going hand it to you on a silver platter for doing nothing. You've gotta earn it. And the only way you're going to do that is by burning some energy doing something you love. Once people see you doing your thing, putting all your passion into whatever it is, they can't help but give you the respect you're due. That respect is called Cred. That's what this site is built on. Cred is the ultimate form of recognition and that's what MIPLACE can give you."

CROSS PROMOTIONS AND MERCHANDISE

To further its appeal to teenagers, the brand has aligned itself with several magazine/sports titles published by Morrison Media. So as to not completely isolate their female audience, Milo also includes the female teen magazine Chik in its 'mini magazine' promotion.

Nestle cross-promotes its children's products with current children's movies and their affiliated characters. For example, the release of Spider-Man 3 (a Sony Pictures production) saw Nestle Limited Edition Spider-Man 3 cereal. At the time of this case study the animated film 'Happy Feet' was a recent release (a Village Roadshow production), and not only did several different products display images of the Happy Feet penguin characters (Allen's Smarties and Nestle Real Fruit Yogurts) on the packaging – promoting the film's release date on the front of the packets and penguin jokes on the back – but Nestle also released Allen's Happy Feet Cola Penguin lollies, which is an actual product developed solely for and around the film's characters.

Nestle have also developed a PlayStation 2 "Smarties Meltdown" game (which can be purchased from electronic gaming stores). The G-rated game encourages the player to rescue captive Smarties and activate main power switches to re-start smarties production.



SPORT & COMMUNITY SPONSORSHIPS

Nestle sponsorship include:

- Giant Steps Sydney – a holistic centre for children with autism.
- The Nestlé Good Life Program (a group of community programs).
- Athlete Career Scholarships.
- Community Environment Program.
- Nestle Milo sponsors: junior development programs across a range of sports.

THE PARENT TRAP

The Nestle Milkybar advertising makes the claim that "Only MILKYBAR has the equivalent of three glasses of full cream milk in every 200 grams. Made from dairy milk". This statement is clearly designed to persuade parents that this particular chocolate bar has nutritious benefits and is more beneficial to children than a competing one. The Nesquik cereal is described as having "26% wholegrains, a source of fibre, plus Iron 25% RDI, Calcium 40% RDI and Zinc 19% RDI" (but note that this is from a bowl of Nesquik cereal with reduced fat milk).



CASE STUDY CONCLUSION

Some of their dairy products are suitable for everyday consumption, but Nestle promotes a large range of nutritionally poor chocolates, confectionery and some high fat dairy desserts. Nestle policies on marketing to children and obesity detail various proactive educational activities about healthy lifestyles, although these appear to promote Nestle at the same time as ignoring their own strategies to market unhealthy food to children. Strategies include a focus on associations with characters – both brand-specific characters and tie-ins with recent movie promotions. Tactics such as packaging the same product with different characters to target different segments shows their commitment to developing brand loyalty, even within sub-segments of the child population. Despite its high sugar content, Milo is also clearly positioned in association with sport and healthy lifestyles; and the link to peer approval in the teen-targeted website promotions is questionable.



WHAT ARE THE PRODUCTS - AND WHAT'S IN THEM?

The main products targeted at children and/or adolescents are ice creams such as Paddles Pops, frozen Thick Shakes, Triple Choc Crunch, Icy Twists, Cyclone and Bubble'O'Bill.

	Energy (Kj/100g)	Fat (g/100g)	Saturated Fat (g/100g)	Sugar (g/100g)	Sodium (mg/100g)	Dietary Fibre (g/100g)
Chocolate Paddle Pop (chocolate)	690.0	5.1	3.6	20.5	54.0	-
Cosmic Smash Choc Berry Paddle Pop	826.0	7.0	5.0	31.0	32.0	-
Rainbow Paddle Pop	684.0	5.3	2.7	19.0	0.0	-
Icy Twist Paddle Pop	374.0	7.0	4.0	19.0	39.0	-
Paddle Pop Chocolate Thick Shake	687.0	7.0	4.0	19.0	39.0	-
Bubble'O'Bill	1030.0	13.0	9.0	23.0	42.0	-

DIETITIAN'S COMMENTS ON NUTRITIONAL QUALITY

Paddle Pop packaging states they contain 'milky goodness', but calcium is not listed on the nutritional information panel so it is difficult to tell how much 'milky goodness' they actually contain. Most of the snacks in this range have a sugar content of 20-30%.

Paddle Pops are relatively low in fat, but unfortunately most of the fat they do contain is saturated fat. Additionally they may contain trans fat, in the form of 'vegetable shortening'. The 'Icy Twist' is mainly comprised of sugar and water and contains virtually no fat. 'Bubble-O-Bill' is higher in fat than the Paddle Pop range.



POLICY ON MARKETING TO CHILDREN

The Unilever Australasia 'Acting Responsibly' page states that Unilever have "developed a set of marketing principles to ensure we're always 'honest, decent and truthful' in our communication". When the company was contacted they stated that "all the information available for public viewing is found on our websites".



POLICY ON TACKLING OBESITY

According to the Unilever website, 'Nutrition values of Unilever Australasia,' located at <http://www.unilever.com.au/ourvalues/nutritionhygienepersonalcare/nutrition/>

Acting responsibly

This includes:

- Encouraging a balanced diet with the right amount of proteins, carbohydrates, fats, vitamins and minerals
- Developing a growing range of low fat, low sugar, low kilojoule (calorie) alternatives, plus more 'active health' products such as FLORA PRO-ACTIV
- Never promoting over-consumption
- Helping people understand the nutritional benefits of our products
- Creating healthier products that reflect the fact that people will only eat foods that they enjoy
- Educating consumers about the role of our products in a health diet; e.g., that spreads are good sources of unsaturated fats as well as other key nutrients.

Making a positive contribution to health

This includes:

- Providing products that contribute to consumer health. Our brand teams turn knowledge of health and nutrition into real food solutions that people enjoy and that fit into their everyday lives. We constantly reassess product formulations in light of new research, much of which we conduct ourselves in collaboration with scientists and academic institutions around the world. Many of our brands are involved in initiatives looking at how we can enhance nutritional goodness in our products and reduce ingredients like saturated and trans fats, sugar and salt.
- Raising awareness about the benefits of a healthy lifestyle – not just diet.
- Creating new products that make healthy eating enjoyable, convenient and affordable for people everywhere

MARKETING TRICKS WE DISCOVERED



CARTOON CHARACTERS

The Paddle Pop Lion is the main character used by Streets ice creams. The Paddle Pop Lion appears to be used on all advertisements and packaging for products in the Paddle Pop range (which includes the Paddle Pops Ice creams, Triple Choc Crunch, Cyclone, Icy Twist and Thick Shake). He is often shown either eating Paddle Pop products, or participating in some sort of activity (such as playing soccer, surfing, etc.)

WILY WEBSITES

The Streets website is largely targeted at young adults (over 20 years). However, while the content itself is targeted at an older audience, there are several images and product profiles dedicated to products designed for, or targeted at children or teenagers.

PRINT & TELEVISION ADVERTISING

The use of print advertising is a large portion of Streets' overall marketing efforts to children, and we identified an overwhelming use of games and quizzes in their print advertisements. Of particular concern is the fact that these advertisements often appear to be presented as magazine 'content' rather than advertisements, and thus may not be perceived by children as advertising.

These are often double page spreads (or longer) with bright colouring and heavy use of Paddle Pop Lion imagery. For example:

'Streets Paddle Pop Summer Fun Guide', a seven page advertisement (K-zone, December 2006), contains an article titled 'Count 'em down ... 10 fun things to get out and do these school holidays', which details activities that include both the direct suggestion of product consumption, (e.g. "use Streets Paddle Pop sticks to build a mini-fort, mini-car or mini-you. The best part is the amount of Streets Paddle Pops you'll have to eat first") or an indirect reference to consuming products (e.g. grow a garden in an ice-cream container).

The second article of this 'Summer Fun Guide' is titled 'What's your flavour' and is a quiz to find out which Streets Paddle Pop flavour (cyclone or triple choc crunch) you are better associated with based on your personality. This quiz incorporates questions such as 'What is your favourite footy code', 'your favourite extreme sport', 'on your dream holiday you would like to...', 'your dream job would be' and 'your favourite car colour is'. The answers to each of these questions will lead you through the quiz to the allocated product type based on your answers.

There is also a 'spot the difference' between two pictures of the Paddle Pop Lion, as well as a maze to 'help the Streets Paddle Pop Lion to find his box of Triple Choc Crunch'.

A similar eight page promotion was found in Total Girl magazine (December 2006). This spread contained three quizzes: Firstly, the 'What's your flavour' quiz, structured similar to the 'What's your flavour' promotion found in K-Zone (December 2006) but this one specifically targeted at females. Another quiz is the 'Which Hollywood "it" girl are you?' to determine whether they have a paparazzi loving alter ego; and lastly, 'Which band do you belong in', to determine whether they are a 'dancing diva or a guitar-smashing rock star'. There is also a maze, a crossword and a mega movie word search. Each has a picture/s of the Paddle Pop Lion and the two new flavours.

It is interesting to note the association of the product range with popular celebrities and bands such as Mischa Barton, Hilary Duff and Lindsay Lohan (which Hollywood 'it' girl are you quiz) and The Pussycat

Dolls, Rogue Traders, Black Eyed Peas and Wolfmother (which band do you belong in quiz). The Mega Movie Word Search also displays pictures of Reese Witherspoon, Lindsay Lohan and Amanda Byrne.

Another print advertisement titled 'Summer Holiday Safari' (Total Girl, November 2006), advertises the two new flavours, Cyclone and Triple Choc Crunch and includes a pull out poster with four games, including reference to two online games on the K-Zone website, and one Nickelodeon TV program to watch. This side of the poster also encourages children to get online to find out where the Paddle Pop Lion is visiting, handing out vouchers, ice-cream and organising activities. The other side of the poster also contains many images of the Paddle Pop range and Lion, and showcases all the child related activities, such as sporting events and festivals, taking place in each state. There were also prizes to be won online at www.totalgirl.com.au by helping Paddle Pop Lion shoot soccer (competition was not still accessible online at the time of research).

The Sunday Telegraph (April 1 2007) also contained promotional material for Streets Paddle Pop. The 'Holiday Fun Guide' is a 12-page pull-out section in the newspaper. Although the pull-out provides information on other sponsors and businesses, it is clearly a Paddle Pop promotion with images of the Paddle Pop Lion on both the second and fifth pages, and details on where the Paddle Pop Lion will be visiting (giving out free samples of new flavours and organising fun activities for kids). There is also an 'out and about' guide which displays an image of the Lion surfing along with coupons for entry into the Sydney Aquarium, the National Zoo and Aquarium and Australia Reptile Park. The guide states "Streets Paddle Pop gives you even more great activities". Interestingly, this promotion also refers to the Streets Paddle Pop multipacks including a series of activity ideas to encourage kids to get outside and play and then continues to state "Milky Goodness, best taste ever, no artificial colours & flavours".

The 'Funday Telegraph' is the children's section of the Sunday Telegraph, which includes comics, jokes, activities, celebrity profiles and kid's letters and profiles. This section also included a Streets Paddle Pop advertisement (April 1, 2007) which again displays the Paddle Pop Lion (surfing) and shows pictures of three different flavoured Paddle Pops. It then encourages children to read the 'Holiday Fun Guide' in this week's paper for "special offers from Streets Paddle Pop".

PACKAGING PUSHERS

The multi packs of the Streets Paddle Pop range (banana, chocolate, caramel and rainbow) contain activities for kids on the inside of the box. An example of these activities is Streets Paddle Pop Backyard Cricket, where you are told you need two Streets Paddle Pop sticks to mark out where you will bowl from and where you will run to. This activities for kids' promotion is constantly referenced on both the website and Paddle Pop advertisements to perhaps encourage the purchase of multipacks over single portion purchases.



SPORT & COMMUNITY SPONSORSHIPS

While Unilever itself contributes to a number of community support programs and charities, the Streets brand directly contributes to the following:

J Rock is part of the annual High School Rock Eisteddfod, however designed specifically for primary schools. It stages 26 events in 16 locations across the country and is designed to promote information about healthy eating and being active, a core part of our philosophy is empowering children to take responsibility for their health and well being.

Streets New Years Eve Party at Southbank. Streets sponsor the New Years celebrations in Brisbane, with the 9pm children's fireworks being branded as the "Streets Paddle Pop" fireworks, and the later midnight fireworks as the "Streets fireworks".

THE PARENT TRAP

The Streets Paddle Pop range appears to be positioned around two main content claims; that of milk, and that of real fruit (see dietitian's comments regarding these claims). On the Streets website, under the product profile, a number of the products in the range are described as having 70% milk and no artificial colours or flavours (Banana, Chocolate and Caramel Paddle Pops); and the product profile for the Rainbow ice creams states that "the old artificial blue

has been replaced with purple so Rainbow has no artificial colours and flavours, and also contains 70% milk". There is continual reference to these products as being full of "milky goodness" and the Chocolate Paddle Pop and Paddle Pop Chocolate Thick Shake are described as having "even more cocoa". The packages themselves continue these claims with the Paddle Pop Chocolate Multi-pack (10 pieces) stating that it contained 'milky goodness, best ever taste, no artificial colours or flavours'.

The Streets Paddle Pop Mini Milks are stated to be "the perfect way to provide healthier treats for little kids, with the goodness of 70% real milk and all natural colours and flavours. They're the perfect size for little mouths and hands". This positioning as a healthy treat alternative is repeated in a print advertisement found in *The Australian Women's Weekly* (September 2006) where the calcium content is emphasised, and again the claim of the goodness of 70% milk, no artificial colours or flavours. The ad also encourages parents to "give kids a treat that's healthier".

Like the Mini Milks, the Streets Paddle Pop Mini Fruits are also positioned as a healthy snack alternative or "a healthier way to treat the kids, with the goodness of 40% real fruit juice and all natural colours and flavours". This real fruit juice claim is repeated with the Streets Paddle Pop Cyclone claiming to be made with real fruit juice, while the Calippos (although not part of the Paddle Pop range) are described as: "contain 25% real fruit juice and are 99% fat free".

CASE STUDY CONCLUSION

Despite having a policy on developing and promoting healthier food choices, the Streets products promoted to children are predominantly high fat, high sugar confectionery items with limited nutritional value. Cartoon characters, association with celebrities and games and quizzes feature heavily in their print advertising; the fact that these advertisements in children's magazines are often presented as 'content' is concerning as it may not be perceived as advertising by children. The Streets commitment to healthy food is evident in the promotions to parents, if not in the actual nutritional content, with parent-targeted advertising focusing on calcium and fruit and no artificial colours or flavours.





WHAT ARE THE PRODUCTS - AND WHAT'S IN THEM?

The main products targeted at children are snack foods, and some cereals.

	Energy (Kj/100g)	Fat (g/100g)	Saturated Fat (g/100g)	Sugar (g/100g)	Sodium (mg/100g)	Dietary Fibre (g/100g)
Vita Brits	1510.0	2.2	1.1	1.1	400.0	11.9
OTs	1760.0	13.0	5.1	32.5	215.0	2.4
Roll-ups (Apple and Blackcurrent)	1500.0	3.1	1.4	30.3	47.0	-
Le Snak	1670.0	26.6	14.3	5.6	1030.0	-

DIETITIAN'S COMMENTS ON NUTRITIONAL QUALITY

Vita Brits

This has a very similar nutritional profile to 'Weet-bix'. It is a good source of fibre and low in sugar. Unlike 'Weet-Bix Kids', it is not fortified with extra B-vitamins, calcium, or iron. It claims to be made with '100% pure & natural wholegrains', and it holds true to that statement with only two ingredients listed [whole wheat and salt]. This is a good 'everyday' cereal choice for kids.

Le Snak

'Le Snak' cheese and biscuits are laden with fat, (especially saturated fat), and sodium. This snack contains no fibre, but does have some calcium. The same amount of calcium a child would get from approx. 50 ml of milk /yoghurt or 1/3 of a thin slice of cheese, but with substantially less fat. This food has little place in a child's diet. Choosing a low fat cracker or crispbread containing some fibre and adding a slice of reduced fat cheese is a much better option.

SNACK PRODUCTS

Roll-ups

The packet claims the 'Roll-ups' are made with real fruit, but this accounts for only 25% of the product and it comes from concentrated fruit paste. The biggest concern with this product is the sugar content [30g/100g], plenty of which is 'added sugar'. Additionally, 'hydrogenated canola oil' is listed on the ingredients panel, which means there is the possibility it contains trans fat. One fruit roll-up only contains 230 kJ, but predominately these are 'empty kilojoules' with little nutritional value. Parents could easily be fooled by the 'real fruit' claim. Children would be better off filling-up on a piece of fresh fruit, which will provide some fibre and more vitamins.



POLICY ON MARKETING TO CHILDREN

When attempting to ascertain Uncle Toby's policies, we were referred to Nestle Australia, who is the owner of the Uncle Toby's brand. Following (and quoted verbatim) are the marketing policies for Nestle Australia Ltd (available at <http://www.afgc.org.au/actionplans/08-nestle.cfm>).

Advertising

- Adhere to the Australian Association of National Advertisers (AANA) Code for Advertising to Children

Children

- Promote voluntary national self-regulatory mechanisms encouraging responsible advertising to children on TV.
- Nestlé Foodservice Division will develop specific recipes and products for school canteens and a dedicated website to help school canteens plan menus.
- Nestlé corporate television campaign will feature Liz Ellis encouraging "good food good lifestyle" messages and raising awareness of the Milo Junior Development Cricket programs and AIS PHPDE curriculum programs in schools.

POLICY ON TACKLING OBESITY

See information in the 'Nestle' case study



MARKETING TRICKS WE DISCOVERED

CARTOON CHARACTERS

Frubas: There are 10 individual Fruba characters, each is given its own likes and hobbies, and each is associated with a particular Roll-Up product. The personification of these characters allows children to relate to the characters by being able to associate their own gender, hobbies, likes and dislikes with that of individual Frubas.

WILY WEBSITES

On the main Uncle Toby's main website (<http://www.uncletobys.com.au>), which is based almost solely around a competition to win tickets to the FINA World Championships, there are:

- Details of the pack-based promotion (including product types to be purchased, prizes and instant win opportunities).
- Profiles on swimmers Grant Hackett, Leisel Jones and Libby Lenton.
- A link to the website for the 12th Federation Internationale de Natation (FINA) World Championships for swimming which is to be held in Melbourne 2007.

In addition to the main website, there is also a child-targeted site for the Roll-Up product line (<http://www.rollups.com.au>). On the Roll-Ups website, children are invited to "join Frubalia", so they can become a Fruba and keep track of game scores etc. In order to register, they must provide name, date of birth, email, state of residence and their gender. They are then asked to tick a box to confirm that they want to be added to the Roll-Ups mailing list to receive Fruba newsletter emails. When joining Frubalia, they are then allowed to create their own Fruba name, and design the image for their Fruba profile.

The website allows children to select their favourite Fruba and view their themed profile page; once in the selected Fruba profile, they can again navigate through the Roll-Ups site. When the "Product" menu option is selected within these profiles, the product page makes a point to highlight the product type which that particular Fruba is associated with. This again reinforces the association of the characters with the products.

The Roll-Ups website also has numerous online games and activities, including printable pictures that when printed out become activities such as 'join the dots', as well as other promotional items such as printable party invites, door hangers, and even sticker images that can be printed on adhesive paper. Again, all of these materials use the Fruba cartoon characters.

The games are also designed around the Fruba characters and range from simple activities like colouring in, art, puzzles, and matching pairs, to games such as "Fruba Fling" and "Fruba Skating" (more skill-based games). There is a 'downloads' section which provides downloadable screensavers and desk top wall papers and posters which feature the Frubas.

The "Gallery" also has numerous images that can be saved and printed. These are meant to be 'art works' that the Frubas have created. Often these feature mock art which imitates popular real life art work, or even pop culture references such as the use of graffiti art or the ifruba image (shown below), which repeats the popular Apple iPod silhouette campaign.



PRINT & TELEVISION ADVERTISING

In the children's magazines, Uncle Toby's have again provided advertisements designed to be kept and used by the child (such as the party invites, posters and door hangers provided on the website), thus increasing the longevity of the advertisements and their effects.

One advertisement (Total Girl, March 2007; K-Zone, March 2007) features a double sided poster (one side designed for males and the other for females) that can be removed from the magazine and is designed to go on the bedroom door of the child, using the statement "No entry, unless you're shorter than this". Again, these posters use the Fruba characters.

The Uncle Toby's promotions and advertisements in children's magazines are predominantly for the Roll-Ups product range (with the exception of a small number of placements of the OT's advertisement featuring the 'Kids Choice Awards' competition) and are designed around the Fruba characters. They use such things as competitions, activities and comic strips to appeal to children and display a very heavy use of deadpointers to encourage children to visit the Roll-Ups website.

There is a notable emphasis on getting children to visit the Roll-Ups website, with the inclusion of "editorials" in magazines (e.g., D-Mag, March 2007) that inform the readers of the "awesome Frubalia website" which is of course "packed with addictive games and stacks of fun activities".

Within the magazines the Fruba characters comprise the largest proportion of the visuals (in comparison to the products themselves) in advertisements, promotions, competitions and editorials. As well as competitions, there were Frubalia comic strips; posters introducing each of the Frubalia characters; 'Keep Out' signs children can pin to their doors; and a series of 1/3 page advertisements introducing each of the Fruba characters separately. The latter included their talents, their 'frol' (which product they are associated with), pet, favourite sport, and their 'frubasodiac' (their fruba star sign) as well as the Fruba website address.

"Editorials" in children's magazines with pages titled 'What's Hot', 'Hyped', as well as the magazines' calendars and editors' welcomes, displayed pictures of the Fruba characters and promoted the product.

It appears that Uncle Toby's marketing is aiming to sell the characters rather than directly sell the products, perhaps in an attempt to develop a relationship between the characters and the children, and thus, the associated products (and brand).

Following the Fruba themes of the website and magazine advertising are the TVC's, with five Fruba-themed commercials. Each shows children and Frubas interacting in a fun and cheeky manner, often whilst participating in physical activities, ending with visuals of Roll-Ups.



GIVEAWAYS AND COMPETITIONS

In February/March 2006, giveaways and competitions included:

WIN VIP tickets for 4 to the 12th FINA World Championships (22/01/07-11/03/07), promoted as the 'Chant of Champions'. The competition requires entrants to purchase a promotional product and then create their own audience chant. There is also the chance for an instant win (including iPod Nanos, swimming caps and mobile downloads) once they enter the promotional code from the packet in the "Instant Win" link.

WIN Playstation 2 Play Sports packs. Promoted on packs and on the Roll-Ups website, this competition offered the chance to win one of 10 Playstation 2 Play Sports packs each month (total of 60 to be won in the period January through to June). To enter the competition, consumers must purchase any Roll-Ups Fun Prints and enter the last 4 digits of the barcode, and then explain in 25 words or less who their favourite Fruba is and why.

WIN Nintendo Wii console and a WiiSport game (19/02/07-19/03/07). This competition was advertised in the popular children's magazine, K-Zone (March, 2007). Promoted by Pacific Magazines, this competition encouraged the reader to complete the final frame of episode one of 'Frubalia', a comic based on Uncle Toby's Roll-ups Fruba characters, and were informed they could also view the winning frame on the 'Fruba Gallery' at www.rollups.com.au.

WIN tickets to attend the 2006 Nickelodeon Kids Choice Awards. This competition was found in K-Zone (September, 2006) and ran from 24th of July to 22 September, 2006. The winner will receive three tickets for themselves, a friend and a guardian to attend the Nickelodeon Kids' Choice Awards in Sydney, as well as two nights' accommodation and flights from any capital city in Australia. To enter, the reader was required to purchase a box of Uncle Toby's OT's Cereal & Milk Bars, write down the last six digits of the barcode from the carton and explain in 25 words or less 'how over-the-top you would go to win this total Kids' Choice Awards experience'. Entries could be sent via mail or online to K-Zone (www.kzone.com.au/OT). Alongside images of the OT's range, the text reads '... They don't just taste great. Each bar is made with the goodness of oats so they're great for you! That will keep your folks and your stomach happy.'

PACKAGING PUSHERS

The Uncle Toby's Roll-Up packaging displays a large image of one of its associated Frubas on the front. The packaging also states "With no artificial colours or flavours" and "made with real fruit". The back of the packages provides the profile (including the pet,

frubasodiac, best friend, fave sport, fave music and fun things to do) of the Fruba which the product is associated with. For example, Apple & Blackcurrant Flavour Fun Print Roll-Ups are associated with "Basty" and thus provide her profile, once again, encouraging the child to engage with the characters. The packaging also displays the Roll-Ups website address and encourages children to visit it.

SPORT & COMMUNITY SPONSORSHIPS

The entire Uncle Toby's web site is focused around the FINA World Championships (swimming) and three of the Australian swimming team members (Grant Hackett, Libby Lenton and Leisel Jones).



THE PARENT TRAP

The "About Roll-Ups" link on the Roll-Ups website is shown as 'coming soon'. The only other information provided on the site for parents is a disclaimer on privacy policies and on the design of the website.

We note that in 2006 Uncle Toby's had a number of complaints made against it regarding the claim that Rollups are "made with 65% real fruit," resulting in an undertaking to the ACCC.

CASE STUDY CONCLUSION

Vita Brits is a nutritionally healthy cereal, but other advertised Uncle Tobys snack foods should not be regularly consumed by children despite health references like 'real fruit' or 'natural goodness of oats'. Uncle Tobys has the same policy statements as Nestle, all the while promoting a particularly strong association between sporting events and athletes and messages that imply that consumption of their products increases energy levels and physical performance. What is notable about Uncle Tobys is the use of appealing young sporting celebrities in product and corporate promotions. Also noteworthy is the high degree of personalisation on the Roll-Ups promotional website, encouraging identification with specific characters. So-called 'editorials' in children's magazines appear to be selling the characters, indirectly building a relationship between children and the brand/product via strong relationships with the characters.

EXPERIENCE OF AND ATTITUDES TOWARDS ADVERTISED AND NON-ADVERTISED FOOD ITEMS AND THE IMPACT OF FOOD MARKETING ON KNOWLEDGE AND ATTITUDES.

INTRODUCTION

In May 2007, qualitative research was conducted with children in Parramatta, Sydney. Group discussion guides were designed to explore children's food beliefs, including knowledge of healthy eating. Questions and activities were utilised to establish the children's exposure to various types of media and food marketing strategies and to explore the impact of these exposures on food beliefs, brand recognition, and favourite foods.

Participants were recruited by a commercial recruitment company from the surrounding districts, which include both blue collar areas such as Parramatta and Blacktown and also middle class areas such as Baulkham Hills and Castle Hill. Twenty four five to nine year olds (12 males and 12 females) took part in four single sex groups (2 all male and 2 all female). These five to nine year olds were recruited in friendship pairs. Four single sex groups (2 all male and 2 all female) were conducted with 12 to 14 year olds. A total of 15 males and 15 females took part in the adolescent groups.

MEDIA EXPOSURE

Media use for the younger children (5-9 yrs) involved TV and movies (including Pay TV). Only about half of the participants reported being permitted to use the internet at home, with boys more likely to be allowed online at home than girls and this was predominantly for accessing games. Play for boys was much more focused on screen based games on the TV, computer and handheld games. McDonald's was the only food website accessed by the participants, and this had been used to play games. Children were able to name popular movie titles and cartoons, specifically naming the Simpson's and Futurama, as well as movies like Night in the Museum, Batman, and Spiderman. Some children also identified that they read children's magazines that they got from the supermarket, but no children could name any magazine titles.

Both teenage girls and boys (12-14 yrs) utilised a range of media in their spare time. This included watching television and movies, listening to the radio, using the computer for an online social network (such as MySpace, Bebo, YouTube and MSN) and for downloading music. Teenage boys also reported playing video games (such as X Box and Play Station), while only teenage girls indicated that they read magazines.

FAVOURITE FOODS PREFERENCES AND FOOD BELIEFS

Favourite foods named spontaneously by younger children were mostly non-core foods such as ice-cream, chocolate and lollies. Younger children had to be prompted by the moderator to discuss core food groups like cereals, dairy products, fruit and vegetables. Even then, most favourite cereals named by the younger children were high sugar, non-core foods such as Coco Pops, Coco Rocks and Nutri-Grain. There was however a belief that some high sugar cereals are healthier than others:

R: "Nutri-Grain ... you can eat it because it make you very, very strong."

R: "Because it tells you on the packet. How many metres you grow." [F, 5-9, group 1]

Teenagers named a range of favourite foods. Foods ranged from fast foods (for example, McDonald's, KFC, pizza), packaged non-core foods (for example, chips, chocolate, ice cream and biscuits) and core foods (such as particular types of fruit, vegetables and meat).

When asked what they liked most about their favourite foods teenagers most commonly responded that their decision was motivated by taste. When the moderator asked if they ever chose foods for reasons other than taste, some teenagers answered they chose foods to be healthy. Only one of the groups identified that they chose foods based on experiences with friends:

"If you have something new and then people are like "oh can I try some" so then you like share it and then people like it so then they go and buy it and other people see you and then they like it and then they buy it. So it keeps going." [F, 12-14, group 4]

One group of teenage girls discussed how they liked to purposely eat lots of sugary food to experience a sugar high:

"Yeah or if we're going somewhere we just eat a lot and then we're just hypo [sic] for the whole day or like at three in the morning, when we're really tired but we want to stay up for no apparent reason, we eat lollies just to stay up. I don't know, just the feeling of being an idiot is fun." [F, 12-14, group 2]

This same food belief was also reflected in a group of young boys (5-9 yrs):

"They're sweet. And they make you go hyper" [M, 5-9, group 2].

Convenience was also discussed by teenagers as a factor influencing the foods they chose to eat:

"And that's why like they buy things like Easy Mac and two minute noodles and stuff because its quick to make and you don't like really have to prepare anything." [F, 12-14, group 4]

"Oh I eat Mc. .. McDonald's because like when we're just driving around and we haven't had lunch and we haven't been home or anything it's just easier". [M, 12-14, group 3]

KNOWLEDGE OF HEALTHY EATING

Younger children had to be prompted by the moderator to discuss core food groups like cereals, dairy products, fruit and vegetables. Once prompted, children were able to identify that these foods were "everyday foods" that should be eaten to "make you healthier". Following the discussion of "healthier" foods the children were also able to identify some negative health consequences of eating too many "treats" like chocolate, with mention of body weight and dental health:

R1: *"Because if you eat chocolate they don't make you strong they get you more fatter".*

R2: *"Yep, they don't get you skinny"*

R3: *"Because you're teeth will get chocolate. You'll get holes in your teeth and they'll fall out". [F, 5-9, group 1] and*

R1: *"Your power runs out.*

R2: *"Oh you will get so fat that you can't even fit in this building." [M, 5-9, group 2]*

There were also some positive reasons for eating particular foods:

"Milk has calcium... It makes you stronger." [M, 5-9, group 3].

Teenage participants had a good understanding of the principles of healthy eating and were able to identify that foods and beverages such as lollies, chips, chocolate and soft drinks should only be eaten occasionally. However, these foods were regularly described as treats.

"...you have it at a party or you've got a couple of friends over or as a treat." [M, 12-14, group 1]

"Coco pops is like really special at my house 'cause once it was like, well it wasn't the only Christmas present but mum like wrapped up a box of coco pops and gave it to us." [M, 12-14, group 1]

TELEVISION PROGRAMS AND ADVERTISEMENTS

Television advertisements were the most easily recalled form of food marketing among children (5-9 yrs) and teenagers (12 - 14 yrs). For the younger children, the strongest recall for TV ads was for Coco Pops or the latest variant Coco Rocks. TV ads were also a source of information for promotions, toys or prizes associated with various food products and they created a desire in children to ask their parents for the food.

For teenagers, ads were acknowledged as their main source of information about food products. Food advertisements which were funny, entertaining, contained catchy music or appetising images of food were identified as most appealing. The most commonly identified favourite food advertisement was the latest Cadbury television commercial campaign. Many teenagers were also able to identify the advertising slogans from their favourite advertisements:

"Wouldn't it be nice if the world was Cadbury?" [F, 12-14, group 2]

"Don't chop the dinosaur daddy" [F, 12-14, group 2]

Appealing television advertisements also influence the foods some teenagers liked:

"Like Starburst stuff 'cause you like see their ads and it's like really pretty and colourful so it's like, I want those type of lollies." [F, 12-14, group 2]

Some teenagers indicated that particular advertisements made them want to go out right away and purchase the food:

"Like whenever I see chocolates ads and that I make my mum go up and take me to get something." [F, 12-14, group 2]

Teenagers were aware of some food brands sponsoring television programs. For example Starburst sponsorship of Big Brother 2007:

"And like every time you watch Big Brother like on eliminations and stuff there's always a picture of Starburst on there" [M, 12-14, group 3]

"Yeah there was a Big Brother competition with – well they had this bucket of Starburst, and they had to dig through it and find this key and there was just Starburst all over the floor and it was like a huge waste" [M, 12-14, group 3]

OFFERS, TOYS AND PRIZES

Young children (5-9 yrs) identified food packaging as an important source of information regarding associated promotions, prizes and websites:

"I usually look at every single packet I have" [M, 5-9, group 2]

For the younger children, food choice and preference was undoubtedly influenced by the use of promotions for toys and prizes:

R1: *"You get prizes"*

R2: *"You get this slinky thing, like it's is on the ad"*

R3: *"Oh yeah, I want the toy. It's got a toy in it." [M, 5-9, group 2]*

McDonald's was overwhelmingly identified as a favourite restaurant in all groups. When discussing what they liked about McDonald's respondents were quick to mention the toy offers, particularly associated with happy meals and were able to identify having seen ads for the toys on the TV and in-store promotions:

"[The toys] make me want to go there a lot. Every single day..." [M, 5-9, group 2]

The addition of toys to food products was still appealing to some teenagers:

"That's why if I go to something like that I get the happy meal 'cause I like playing with the toys." [F, 12-14, group 2];

"Even the Maccas happy meals. Like my brother only buys them for the toys but he doesn't eat much of it." [F, 12-14, group 4]

Some of the teenage participants mentioned that competitions and offers encouraged them to purchase some foods. In particular a recent offer from Kellogg's Nutri-Grain promoting a one in three chance to win a MP3 speaker and the recent Smith's chips promotion in which packets of chips include a collectable football Tazo:

"...We always get you know, on the side of LCMs and the Kellogg's stuff, they always have like one in three chances of getting some little flashing toy thing and my brother always wants them and we never get them. We buy like six and we still don't have them and it says on the side." [F, 12-14, group 2];

"Yeah my brother and my mum went through Woolworth's feeling all the packets" [F, 12-14, group 4];

"I went to my friend's soccer game yesterday um a kid bought a packet of chips. He tipped the chips on the ground and just took the Tazo out 'cause he didn't want the chips, he just wants the Tazo" [M, 12-14, group 1];

"Well I got the thin chips, pretty much just for the Tazo but like just so I could sell them on Ebay" [M, 12-14, group 1];

THE POWER OF THE BRAND

Young children (5-9 yrs) were consistently able to recognise brand mascots and name the associated products, for example, Paddle Pop Lion and Nesquik Bunny. Even if they couldn't name the product specifically they were often able to name the associated food type (for example, the Lion was associated with ice cream, or the Bunny with flavoured milk).

When examining various food products in the groups, younger children were highly attracted to food that had been "branded" with their favourite movie or cartoon characters. Children were often quite specific about preferences for particular products, like "Happy Feet", "Shrek 2" or "Hi-5" yogurt, not generic food types. When asked about favourite dinner foods, children mentioned pasta and chicken, but also named "McDonald's", "happy meals" and "pizza" amongst their favourites. Similarly, teenagers named "McDonald's", "KFC" and "pizza".

The nature of the packaging also influenced young children's food preference:

M: *Ok, why do you like Shrek II yoghurts?*

R: *"Cause I like the lids of them....and because they have glowing stuff inside." [F, 5-9, group 1]*

One group of teenage boys believed that the quality of generic brand products was not as good as branded products.

"The homemade brands try to alter the recipe that these big brands do and they just taste vile." [M, 12-14, group 1]

FOOD, SPORT AND CELEBRITIES

Sport was a particular focus for young boys (5-9 yrs), who reported playing team sports, watching sports on TV (including AFL, NRL, cricket and soccer) and having favourite teams and associated merchandise. A current food promotion for football cards was highlighted by the boys as something that motivated their purchase of chips:

R1: *"The cards made us want it"*

R2: *"You gotta, you eat the chips and you find a packet you gotta eat" [M, 5-9, group 2].*

Among young children (5 -9 years) eating particular foods was also associated with sports performance, particularly those utilising sports celebrities in their promotion, like Milo or Nutri-Grain:

"...it's really good for them and they have the picture of them eating it and then them swimming really fast." [M, 5-9, group 2]

Young children also reported eating these foods before playing sport to boost their own performance:

"I eat Milo before I play soccer.to make me run faster" [M, 5-9, group 4].

Teenagers also frequently mentioned they ate specific foods before playing sport. There was a general perception among teenagers that they needed some extra energy or a sugar rush to enhance their performance or a sports drink to recover and re-hydrate after sport:

"I usually eat Coco Pops or something like that to give me some sugar before I play" [M, 12-14, group 1]

"Maybe for the sugar rush and it makes me swim faster" [M, 12-14, group 1]

"If I'm doing something that involves like physical things, I like eating sugar" [F, 12-14, group 2]

Elite sportspeople were perceived by young children and teenagers to eat foods that are healthy such as salads, vegetables, fruit and yoghurt and to eat foods that are high in energy such as pasta. There was also the perception that sportspeople could eat anything they wanted because of their active lifestyle. Teenagers also link specific food products like Sanitarium Weet-Bix and or food brands such as Uncle Toby's with sportspeople:

"Cricket and stuff, they're always like "have you eaten your Weet-Bix and stuff". [F, 12-14, group 2];

"Mainly sporting people get Weet-Bix because it's got all this grain stuff in it which is all healthy food" [M, 12-14, group 3];

Young children and teenagers also associated sporting people with particular brands through sponsorship deals. For example Grant Hackett was linked with Uncle Toby's. For some teenagers this made some products more appealing:

"...because sportspeople advertise it and it says that its good for sportspeople because its like high in energy and they think well if its high in energy and if other sport people are advertising it then it must be like good or something." [F, 12-14, group 4]

Seeing sportspeople consuming food products in advertisements appears to be potentially more

influential than just seeing them advertise it. One teenage boy said that his favourite football team Melbourne Storm did the following:

"They have ahem two litres of water before each game and then at half time they have two cans of Red Bull. So they keep hydrating" [M, 12-14, group 3]

However, some teenagers were sceptical of the sportspeople's association with food brands:

"They're ... they're like to paid to like say – like to make to sell the food but they might never – not – they might not even like it." [F, 12-14, group 4]

The presence of celebrities in food advertisements made the foods more appealing to some teenagers:

"Yeah because people think – like might think oh this – that persons advertising it then I'll buy it because I like that person or something." [F, 12-14, group 4]

PESTER POWER AND PERSONAL CHOICE

If young children (5-9 yrs) have a strong preference for food or the associated toys or prizes, they have no hesitation in pestering their parents for the food:

M: "Ok, so what would you do if you wanted it? How would you get it?"

R1: "Um I would really tell my mum and dad to get it. I told her that today"

R2: "I beg my dad for stuff I like." [M, 5-9, group 2]

Others report having money and some opportunity to make their own food choices:

M: "So who goes shopping with their mum or dad?"

R: I go by myself.

M: Do you? So do you have your own money? And what do you buy?

R: I buy chocolate and I buy so much food I buy everything. I buy um Spiderman cereal by myself". [M, 5-9, group 2]

Teenage participants indicated some autonomy over their food choice and suggested that if they wanted a particular food they would go out and purchase it:

"Yeah at the BP and the BP near my house too. I can get them whenever I want." [F, 12-14, group 2]

However, many teenagers were still limited in their food choices by parental restrictions:

"I had Weet-Bix today, I normally have Weet-Bix but I used to have Nutri-Grain all the time, then my mum went healthy and yeah." [M, 12-14, group 1]

SEEING THROUGH MARKETING STRATEGIES

As distinct from the young children (5-9 yrs), some teenagers (12-14yrs) were aware of, and somewhat sceptical of, marketing tactics of food companies. For instance, one participant said he avoided the food company websites and the games on these sites and in his own words described them as propaganda:

"Well it feels like you have to go and buy the stuff they are advertising." [M, 12-14, group 1]

Others believed that companies overstated the chance of winning competitions and sometimes felt deceived by competition conditions:

"And like people might like there's barely – there's not that much chance that you're going to win because how many people, like drink Coke or like Pepsi or something like that and then if you like – sort of like text it out of all the people in Australia and stuff like what's your chance of actually winning something." [F, 12-14, group 4];

"Yeah it says like ahem there's always like terms and conditions or something. So it might say this is free but then it will say you have to collect three bar codes or something like that." [F, 12-14, group 4]

Some teenagers were cynical when as a part of the competition they are required to SMS (text via mobile phone) a code to enter a contest:

"Yeah like it when they say things like text to this number and then if they text you back or something back it like costs you ..." [F, 12-14, group 4]

One group of teenage girls were concerned about nutrition related advertising messages. These teenagers expressed concern over the recent Ribena controversy:

R1: "Well like that Ribena. They advertised it for like ahem – it had more vitamin C than orange juice and some high school student tested it out and it wasn't. It was actually like pretty bad..."

R2: "It wasn't good for you."

R1: "And that it proved everybody wrong and my mum used to buy that for the vitamin C, but like when she found out – oh that was false advertising she hasn't anymore." [F, 12-14, group 4]

Others believed that some promotions which use percentage labelling of nutrients were misleading:

"Sometimes if they say like – I don't know - ninety five percent fat free or something well then they might have like heaps of sugar in them." [F, 12-14, group 4]

There was also concern over McDonald's association with the Heart Foundation:

"I think like McDonald's they got like some free heart tick approved but they might have bribed them or something." [M, 12-14, group 3]

"...so like give it a heart tick or something but it's not necessarily that good for you." [F, 12-14, group 4]

CONCLUSION

Both the younger children and the adolescents show evidence that their food beliefs and food preferences are being influenced by the marketing strategies utilised by food companies in Australia. In relation to food beliefs, of particular significance is the predominance of non-core food groups as favourite foods and the association between the playing of sport and the need to consume high sugar foods for energy. There was reasonable knowledge of healthy eating practices, particularly in the adolescent groups. However, in all groups, knowledge of healthy eating appeared to have only a small influence on food preferences. Instead, preferences appeared to be particularly influenced by the power of the brand, particularly branding with celebrities (sport and other) or cartoon or movie characters. Competitions, toys and prizes were also significant motivators of food purchase. Some teenagers were critical of marketing strategies utilised by food companies, however, it is unclear whether this critical perspective altered food preference or consumption.

CONCLUSION

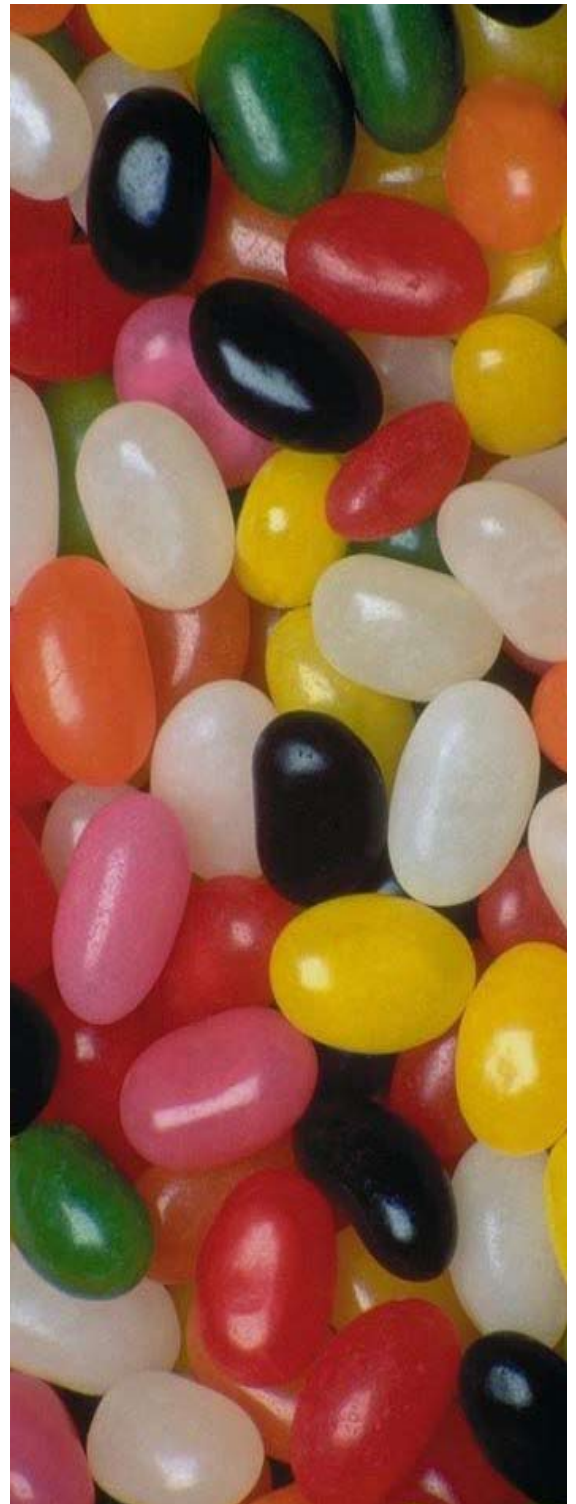
Literature tells us that childhood obesity has negative health consequences and leads to poorer quality of life, and also that food marketing can affect children's food preferences, purchase requests and consumption, and is a probable causal factor in the problem of obesity. The qualitative research with children and teenagers described in this report demonstrated the effectiveness of marketing strategies in developing brand loyalty and positive attitudes towards particular food products. The nutritional analyses in the eight case studies highlighted that most advertised food products are not healthy.

That the marketing of unhealthy foods to children and teenagers takes place in a largely unregulated environment should be of genuine societal concern. Further, many case studies revealed carefully worded policies and statements that aim to assure the Australian public that marketing activities engaged in by our food companies are thoughtful and responsible. This is despite all companies engaging in the use of marketing tricks and strategies targeted at influencing the food beliefs, attitudes and preferences of children and teenagers – suggesting that the policies represent more of an interest in being seen to do the right thing rather than a genuine commitment to improve their marketing practices. For example, the Cadbury case study showed that while their policy emphasises that they have withdrawn from marketing directly to children under 8 years old, they still aggressively market chocolate using a theme of fantasy that is highly appealing to children. The 12-14 year old focus groups indicate that this marketing is so successful that the recent Cadbury's TV commercials were the favourite of many participants.

Kellogg's claim to honestly convey the "inherent nutritional value of their products" in their advertising to children, yet they actively market their products as healthy foods to parents, despite their high fat and/or sugar content. Sports sponsorship (e.g., the NSW Institute of Sport and the Natural Confectionery Company) and activities to encourage physical activity (e.g., Coca-Cola's 'Active Factor' program) are admirable in their promotion of exercise but are concerning in the context of beliefs expressed in focus groups that high sugar foods are needed for energy to boost performance. Uncle Tobys and Kellogg's in particular make heavy use of sporting celebrities in their marketing to both children and teenagers, helping to create this belief.

These policies and activities that enhance perception of corporate responsibility are an ethically questionable response from the food industry both in regard to the deception of the Australian public and the continued promotion of food that may have a negative impact on the health of Australian children.

The ultimate goal of self-regulation policies may in fact be the reduction of public pressure on food companies, and avoidance of increased government advertising regulation, which would be damaging for the food industry (Jones, 2007). Overall, this report provides sufficient evidence to strengthen concern that, at the time of this report, Australian regulation around marketing of food products to children is ineffective.



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