



montréal 2010

Marketing of Food and Beverages to Children

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Weight Coalition

- Created in 2006
- Sponsored since 2008 by the 
- Concept inspired by the Coalition québécoise pour le contrôle du tabac



Weight Coalition's Mission

- Obtain the **required support**
- To **claim** changes in legislation and regulations, as well as public policy, in three strategic areas:
 - Agri-food industry
 - Sociocultural
 - Built environment
- In order to **encourage the development of** environments that help in making healthy choices and will contribute to **the prevention of weight-related issues**



A Strong Partnership

- A well established voice to work toward change
- Supported by over 100 partners:
 - Municipalities
 - Healthcare Stakeholders
 - Researchers
 - School Boards
 - Environment Stakeholders
 - Players of the physical activity sector
 - Etc.

Time Spent in Front of a Screen

Children

- 2 hrs per day during the week
- 4 hrs per day on the weekend¹

Montreal adolescents

average of 30 hrs per week in front of a screen

- 20 hrs in front of a TV
- 10 hrs in front of a computer²

1- Gilles Pronovost, "Emploi du temps et pratiques culturelles", from the Institut de la statistique Québec, Enquête sociale et de santé auprès des enfants et des adolescents québécois, 1999.

2- Dr Tracie A. Barnett, 2008.

KIDS ARE VULNERABLE

Children form their social identity very early – not just by interacting with their family and friends, but also through their exposure to the media. They're like sponges, absorbing everything around them. They sing the jingles of their favourite commercials as if they were nursery rhymes. Even before they know how to read they're able to recognize hundreds of brand names. That's not surprising when you consider that a child can be exposed to over 40,000 television commercials every year!

WHY ARE KIDS VULNERABLE?

PROMOTION = INFORMATION

Generally speaking, children can't distinguish between advertising and non-promotional information. It's more difficult for a child to tell the difference between the two because of the proliferation of advertisements cropping up on an increasingly wide range of media: games, packaging, films, websites, cars, etc.

SOURCE: M. SOLDON, J. ZAICHKOWSKY and R. POLEGATO (1999).
Consumer Behaviour – Buying, Having and Being.
Scarborough: Prentice Hall Canada. 645 p.

MAGIC AND REALITY

Children perceive ads as dazzling images and fun-filled sounds that are part of a magic world. It's all so captivating and alluring! A child's sense of judgement is not adequately developed at an early age. That's why children tend to view and accept these messages as representations of reality.

"Daddy, I want a Princess!"

WHY ARE KIDS TARGETED?

EASY TARGETS

The values and patterns of behaviour children adopt will follow them into their adult lives. Children are highly sought-after targets because once they're sold on a brand they'll be loyal to it for years to come.

SOURCE: C. COSSETTE (www.com.ulaval.ca/cossette/conferences/ConferencesRecentes/confaw).

AN ENORMOUS POWER OF INFLUENCE

Children start to take part in family spending very early on. They make demands and even purchases. Their power of influence was estimated at

\$500 billion in the U.S. in 2003.

SOURCE: U.S. Market for Kid's Foods and Beverages (2002).
9th edition. Report synopsis (www.marketresearch.com).



Age 8
Still has difficulty distinguishing between promotional and non-promotional information

Age 5
Makes purchases with the help of parents

Age 4
Recognizes hundreds of brand logos before knowing how to read

Age 2
Starts asking parents to buy consumer items



Screen Overexposure and Obesity

Children that spend more than 2 hours per day in front of the TV are

- twice as likely to become overweight
- twice as likely to become obese

than children who spend 1 hour or less in front of the TV / day¹



40,000 ads
per year

Food Industry's Advertisements



Youth Channels and Food Advertisements

**Average for the 8 channels:
14.3% of food ads
Healthy 17% – Non Healthy 78.7%**

Teletoon
17.7%
22.1%
77.9%

Vrak.TV
11.7%
20.1%
79.9%

YTV
22.6%
3.6%
96.4%

MusiquePlus
6.7%
0%
97.9%



Brand Recognition

Children between 3 and 5 years old:

- Recognize logos
 - McDonald's has the highest rate of recognition with 93%
- Associate brands with popularity and certain values
 - Fast food = "fun, exciting and tasty"
 - Cola brands = fun because "the bubbles are fun" and "lots of people like them"

Calorie Intake in Front of TV

1 additional hour of television

=

Consumption of an additional
167 calories

especially the calorie-dense, low-nutrient foods
frequently advertised on television



Advertising and the Obesity Epidemic

The World Health Organization (WHO) has recognized “heavy marketing practices of energy-dense, micronutrient-poor foods” as a factor contributing to weight gain and obesity



Quebec's
Consumer
Protection Act
Prohibits
commercial
advertising
aimed at children
under 13



Quebec's Consumer Protection Act

Section 248.

Subject to what is provided in the regulations, no person may make use of commercial advertising directed at persons under thirteen years of age.



Quebec's Consumer Protection Act

Section 249.

To determine whether or not an advertisement is directed at persons under thirteen years of age, account must be taken of the context of its presentation, and in particular of

- a) the nature and intended purpose of the goods advertised
- b) the manner of presenting such advertisement
- c) the time and place it is shown



Igor Muffins Marketing Campaign

Saputo
P2P Promotion Publicité

Lucky Charms

Trèfles en double

J.A.Y 12100

Aide-moi à doubler mes chances avec les Doubles trèfles!
Tu les trouveras dans mes céréales Lucky Charms.

Sauve Lucky des Siréniens menaçants, des corneilles géantes et des fées malveillantes!

JOUER

Meilleurs pointages

Pour jouer

Maintenant avec **Trèfles en double**

Augmente tes chances!

Entre le code que tu trouveras sur les boîtes de Lucky Charms spécialement identifiées pour commencer la partie en doublant tes chances!
Si tu possèdes un code spécial, entre le maintenant.

Entrer

MUSIQUE ON/OFF SONO ON/OFF

General Mills

pleaded guilty for Lucky Charms' website

Bienvenue dans **La mine de chocolat enchantée de Lucky**

Lucky Charms
Chocolat

Maintenant que le secret chocolat n'en est plus un, que le **VRAI** plaisir commence!

Promène-toi dans La mine de chocolat enchantée de Lucky pour trouver ses nouvelles céréales Lucky Charms™ Chocolat délicieusement magiques!

Essaie de déjouer tous les pièges et les ruses que tu rencontreras en cours de route!

Bonne chance

JOUE AU JEU!

COMMENT JOUER | DIS-LE À UN AMI

Conditions d'utilisation | Politique de confidentialité | luckycharms.ca

Burger King

pleaded guilty for the ads included in its free collectible toys





McDonald's

pleaded guilty for its self-promotion clips during the program Ciné-Cadeau



Definition of Advertising

- Recent guilty pleas:
 - Website
 - Promotional material
 - Etc.
- The Interpretation Guide of the CPA will be reviewed



5 new advertisements have been brought to the attention of the *Office de la protection du consommateur* in 2009



Kentucky Fried Chicken

- TV ad
- Date: July 15, 2009
- Time: 7:23 pm
- Program: "Les gags"



Trident

- TV ad
- Date: July 15, 2009
- Time: 7:25 pm
- Program: "Les gags"



Pizza Hut

- TV ad
- Date: July 15, 2009
- Time: 7:26 pm
- Program: "Les gags"



Nickels

Children menu that looks like a drawing book

- given to children
- in Nickels' restaurants
- promoting Kool-Aid, Jello, and Kraft Diner



Chaotic

Energy drink aimed at children

Associated with a website, a TV show, and collectible cards

Code on the can granted access to the website to play online



Quebecers' Support

9 out of 10 Quebecers think that it is necessary to specifically control advertising targeting children

91% of Quebecers think that the Consumer Protection Act banning advertising targeting children under 13 should be enforced "more severely" (60%) or "as severely" (31%)



Canadians' Support

- 82% of Canadians think that the marketing of unhealthy food to children should be restricted
- 64% of Canadians think that advertising targeted at kids should be banned in Canada



WHO's Global Strategy for Fighting Chronic Diseases

- Food marketing is the WHO's priority

12 recommendations aim to:

- Reduce exposure to, and impact of, junk food marketing among children
- Focus the efforts of Member States toward creating new policies or reinforcing existing ones



WHO's Global Strategy for Fighting Chronic Diseases

- Increase monitoring of advertisements
- Responsibility of the food industry when bringing junk food to market, something that is done very aggressively currently and which targets children specifically
- Pay attention to forms of advertising other than TV that aim to create a link between children and a brand



Vancouver Olympic Games Sponsorship

- McDonald's sponsorship:
 - 38% of adult Canadians think that it was "not very" or "not at all" appropriate
- Coca-Cola sponsorship:
 - 29% think that it was "not very" or "not at all" appropriate



Self-Regulation Limits

- Self-regulation is not enough to limit children's exposure to advertising
- Malleable definition of criteria by the industry
- Advertising to children remains allowed
- Canada's position?

Nature of the product:	without any appeal for children	with a distinctive appeal for children	exclusively directed at children
<p>Definitions</p> <p>TV Time and Place</p>	<p>Products directed at adults and teenagers</p>	<p>Products directed at families/all age groups</p>	<p>Products directed at children and offering a distinctive appeal for them</p>
<p>Program for children (audience composed of over 15% of children)</p>	<p>AUTHORIZED If presentation not likely to be interesting for children</p>	<p>NOT AUTHORIZED Except if presentation not likely to be interesting for children</p>	<p>NOT AUTHORIZED</p>
<p>Program with an audience composed of 5% to 15% of children</p>	<p>AUTHORIZED If presentation not likely to be interesting for children</p>	<p>AUTHORIZED If advertisement not specifically created to attract children's attention</p>	
<p>Program with an audience composed of less than 5% of children</p>			