Food marketing from preschool to teens - and the limits of advertising literacy

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*There is **unequivocal evidence***
that the marketing of unhealthy foods
and sugar-sweetened beverages
is related to childhood obesity.
WHO, 2016

JAMA Pediatrics | Original Investigation

Association of Food and Nonalcoholic Beverage Marketing With Children and Adolescents' Eating Behaviors and Health
A Systematic Review and Meta-analysis

Emma Boyland, PhD; Lauren McGale, PhD; Michelle Maden, PhD; Juliet Hounsome, PhD; Angela Boland, PhD; Kathryn Angus; Andrew Jones, PhD

Food and beverage marketing
*increased **intake, choice, preference, and purchase requests***
in children and adolescents.
Boyland et al JAMA Pediatrics 2022

Preschool

When do children know their food brands?
Which brands do they recognise?

Food marketing and the preschool child

172 children, 3-5 y

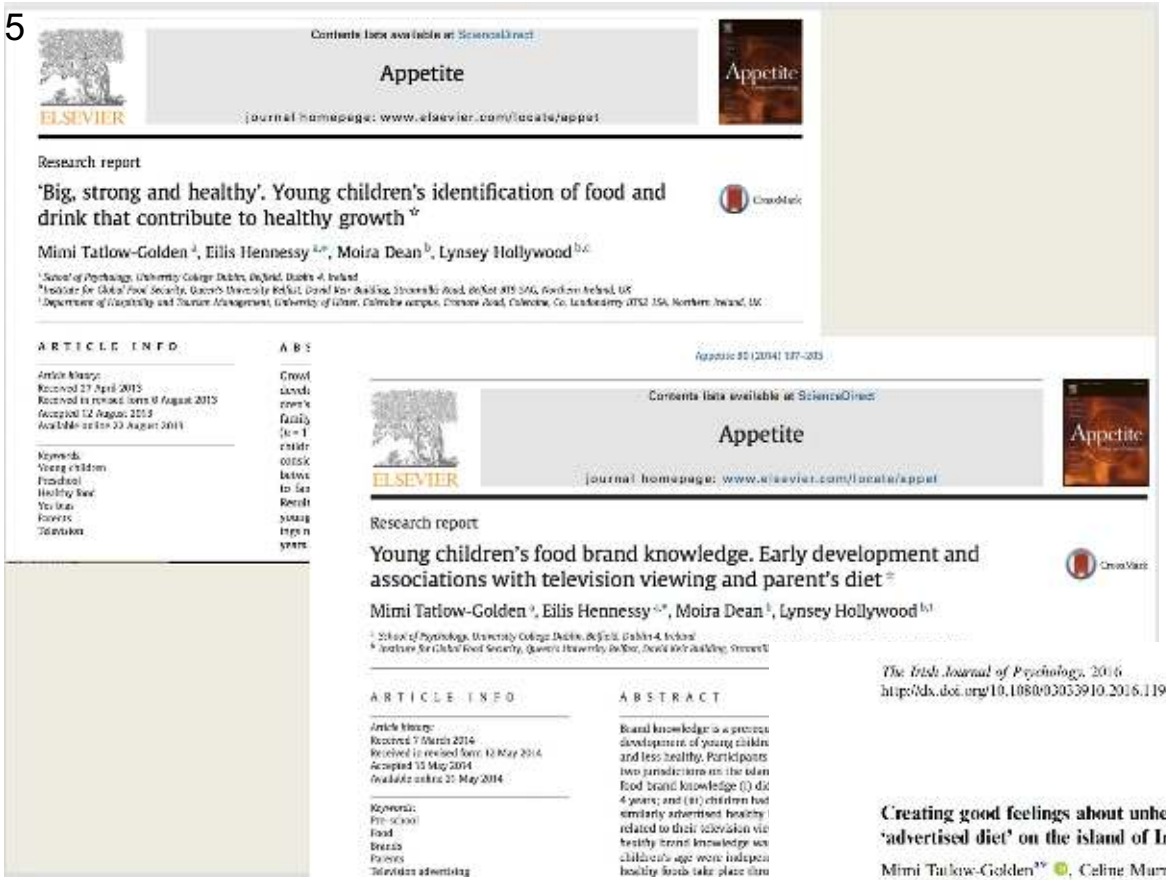
Island of Ireland
100 parents
Mixed SES
11 education settings

1. TV food ads: Exposure?

2. Learning from ads YouTube/TV?

3. Food knowledge Healthy or not?

4. Food brand knowledge?



Contents lists available at ScienceDirect

Appetite

journal homepage: www.elsevier.com/locate/appet

Research report

'Big, strong and healthy'. Young children's identification of food and drink that contribute to healthy growth ☆

Mimi Tatlow-Golden [a], Eilis Hennessy [a,*], Moira Dean [b], Lynsey Hollywood [b,c]

ARTICLE INFO

ABSTRACT

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Young children's food brand knowledge. Early development and associations with television viewing and parent's diet ☆

Mimi Tatlow-Golden [a], Eilis Hennessy [a,*], Moira Dean [b], Lynsey Hollywood [b,c]

ARTICLE INFO

ABSTRACT

The Irish Journal of Psychology, 2016
http://dx.doi.org/10.1080/03033910.2016.1194770

Routledge

Creating good feelings about unhealthy food: children's televised 'advertised diet' on the island of Ireland, in a climate of regulation

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[a]School of Psychology, University College Dublin, Belfield, Dublin 4, Ireland; [b]School of Public Health, Physiotherapy and Population Science, University College Dublin, Belfield, Dublin 4, Ireland; [c]Northern Ireland Centre for Food and Health, School of Biomedical Sciences, Ulster University, Coleraine BT52 1SA, UK

(Received 4 September 2015; accepted 24 May 2016)

Childhood eating habits and associations with advertising persist through life. Obesity is high in Ireland, and is increasing worldwide. Links between food promotion and children's diets are well-established, and the World Health Organisation has called for reduced marketing of foods high in fat, sugar and salt (HFSS) to children. In Ireland and the UK, statutory regulation restricts

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Children 'know their food brands before they know their ABCs'

Unhealthy > healthy brand logo recognition (similar advertising rates)

Brands before food literacy

>1000 unhealthy TV f&b ads a year

Not including digital…

Teens

What ads do teens respond to?
Unhealthy, healthy, or non-food?
And in what way?

International Journal of
Environmental Research and Public Health

MDPI

Article

See, Like, Share, Remember: Adolescents' Responses to Unhealthy-, Healthy- and Non-Food Advertising in Social Media

Gráinne Murphy [1,†], Ciara Corcoran [1,†], Mimi Tatlow-Golden [2,*], Emma Boyland [3] and Brendan Rooney [1]

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3 Institute of Psychology, Health and Society, University of Liverpool, Liverpool L69 7ZA, UK; E.boyland@liverpool.ac.uk
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check for updates

Abstract: Media-saturated digital environments seek to influence social media users' behaviour, including through marketing. The World Health Organization has identified food marketing, including advertising for unhealthy items, as detrimental to health, and in many countries, regulation restricts such marketing and advertising to younger children. Yet regulation rarely addresses adolescents and few studies have examined their responses to social media advertising. In two studies, we examined adolescents' attention, memory and social responses to advertising posts, including interactions between product types and source of posts. We hypothesized adolescents would respond more positively to unhealthy food advertising compared to healthy food or non-food advertising, and more positively to ads shared by peers or celebrities than to ads shared by a brand. Outcomes measured were (1a) *social responses* (likelihood to 'share', attitude to peer); (1b) *brand memory* (recall, recognition) and (2) *attention* (eye-tracking fixation duration and count). Participants were 151 adolescent social media users (Study 1: $n = 72$; 13–14 years; M = 13.56 years, SD = 0.5; Study 2: $n = 79$, 13–17 years, $M = 15.37$ years, $SD = 1.351$). They viewed 36 fictitious Facebook profile feeds created to show age-typical content. In a 3 × 3 factorial design, each contained an advertising post that varied by content (healthy/unhealthy/non-food) and source (peer/celebrity/company). Generalised linear mixed models showed that advertisements for unhealthy food evoked significantly more positive responses, compared to non-food and healthy food, on 5 of 6 measures: adolescents were more likely to wish to 'share' unhealthy posts; rated peers more positively when they had unhealthy posts in their feeds; recalled and recognised a greater number of unhealthy food brands; and viewed unhealthy advertising posts for longer. Interactions with sources (peers, celebrities and companies) were more complex but also favoured unhealthy food advertising. Implications are that regulation of unhealthy food advertising should address adolescents and digital media.

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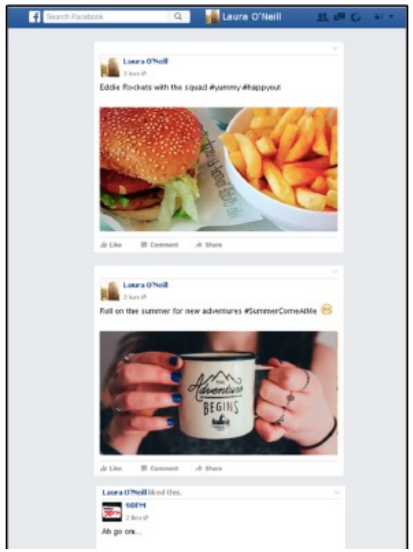
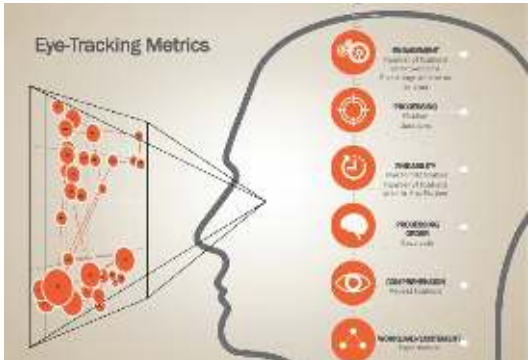


13-17y
N=151
Ennis/Dublin, Ireland

Viewed content of fictitious peers

https://www.mdpi.com/1660-4601/17/7/2181

See



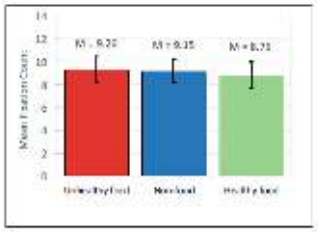


Figure 10. Fixation count: Mean scores.

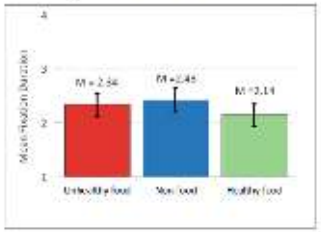
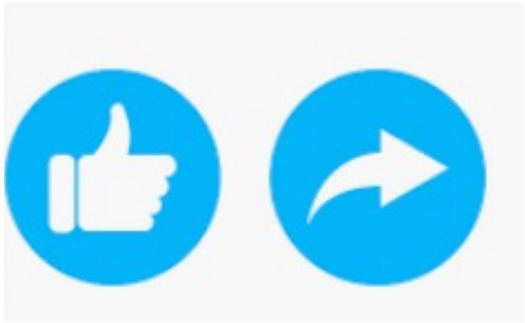


Figure 11. Fixation duration: Mean scores.

Like, Share



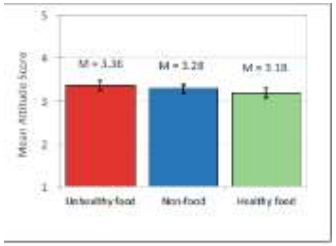


Figure 2. Attitude to peer: Mean scores.

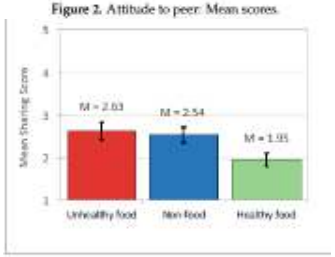


Figure 4. Likelihood to share: Mean scores.

Remember

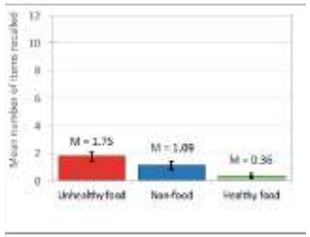


Figure 6. Free brand recall: Mean scores.

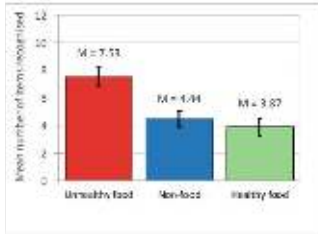
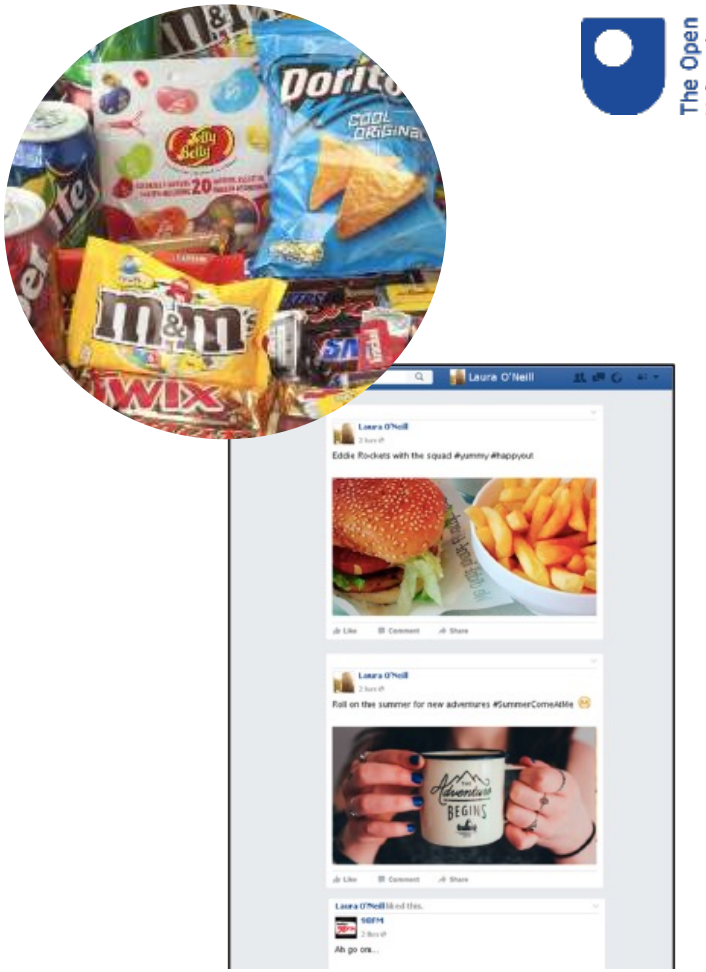


Figure 8. Prompted brand recognition: Mean scores.

- See: Fixation frequency/ duration
- Like: Peer evaluation
- Share: Likelihood to share
- Remember: Recall/ prompted recognition

All:

Unhealthy > healthy



Limits of advertising literacy

Unhealthy food ads: A universe of meaning - emotion and identity-building through taste, friends, love, joy, fun

“EMPATHY AT SCALE”

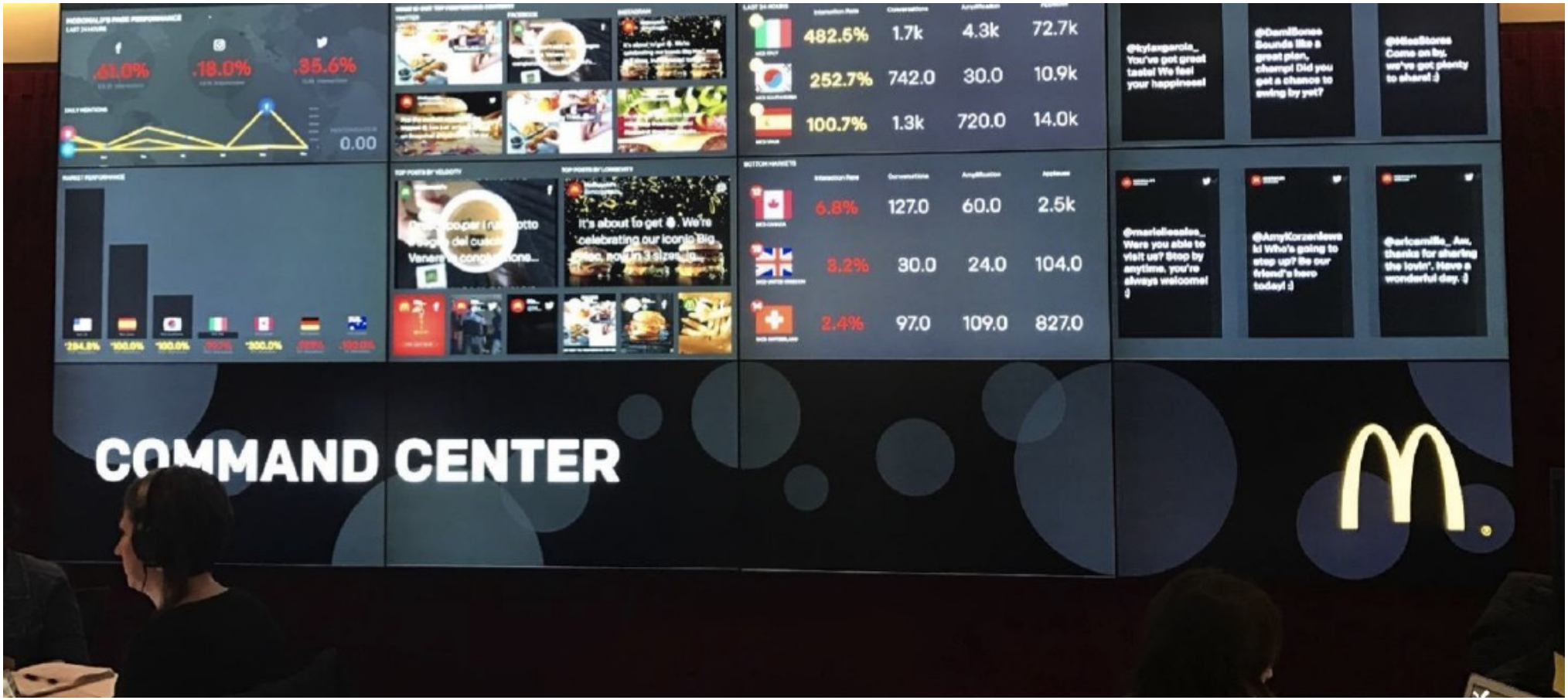
Mondelez uses creative with data and personalization to target consumers

Oreos:

A campaign with Lady Gaga, for instance, featured a limited-edition line of cookies and a website to create musical “Oreograms”, while special-edition cookies for Pokemon fans encouraged consumers to“catch ‘em all.”

“a 2X increase in Oreo’s ROI on Google platforms and a jump in brand health metrics”

https://www.thinkwithgoogle.com/intl/en-apac/future-of-marketing/digital-transformation/customer-centric-marketing-mondelez-international/?utm_medium=email&utm_source=d-content-alert-visual&utm_team=twg-apac&utm_campaign=TwG-APAC-CAV-2022-06-21-APAC-Mondelez-Knak&utm_content=cta-btn&mkt_tok=MTcyLUdPUC04MTEAAAGFIvkwNEUxB8TMY-Ouf0u9h0v8jQqvNKO6J23GXeysUpz8ZhMvDP6ST2JHATYVf_LFz4-y_Bxv6lxG5uH49ale84WnaaeWDbfcAvgOSfkA5yMN3Q

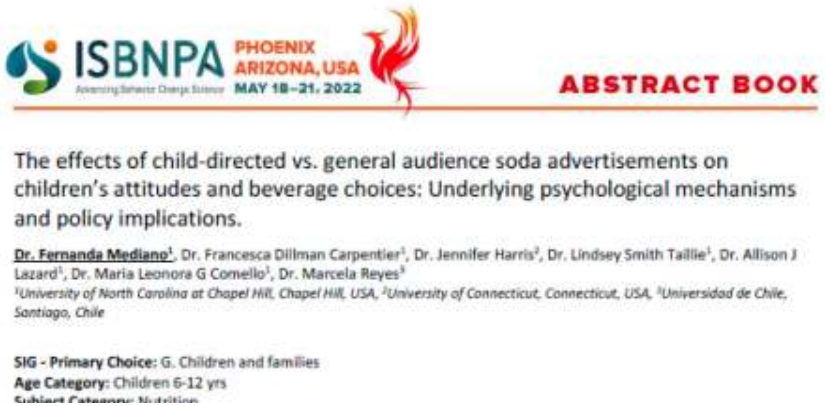


McDonald's purchase of AI company Dynamic Yield:

"AI is rapidly going to change the stories and frameworks we have used to define the human experience …" (Gale, 2019, Forbes Insights)

Just out!

All emotional ads affect child preferences – not just 'child-directed'



ISBNPA PHOENIX ARIZONA, USA MAY 18–21, 2022 ABSTRACT BOOK

The effects of child-directed vs. general audience soda advertisements on children's attitudes and beverage choices: Underlying psychological mechanisms and policy implications.

Dr. Fernanda Mediano[1], Dr. Francesca Dillman Carpentier[1], Dr. Jennifer Harris[2], Dr. Lindsey Smith Taillie[1], Dr. Allison J Lazard[1], Dr. Maria Leonora G Comello[1], Dr. Marcela Reyes[3]
[1]University of North Carolina at Chapel Hill, Chapel Hill, USA, [2]University of Connecticut, Connecticut, USA, [3]Universidad de Chile, Santiago, Chile

SIG - Primary Choice: G. Children and families
Age Category: Children 6-12 yrs

Mediano et al., 2022

Children aged 11-12 y (N=546) in Chile

Randomly exposed to 1 of 4 :

- Child-directed emotional
- Universal emotional
- Non-targeted appeal
- No ad

Children's exposure to universal emotional appeals **increased preference for sodas** (over water)
-> attitude to ad -> attitude to product

Advertising literacy: does it reduce food marketing effects?

Informational approach – little evidence of effects

Rozendaal et al, 2011, *Media Psychology, 14: 333-354.*
See also: Banerjee & Kubey, 2013 (SR)
Bergsma & Carney, 2008 (SR)
Greene et al, 2015
Jeong et al, 2012 (MR)
Liao et al 2016
Martens, 2010 (SR)

? Possible : Social justice, autonomy from adult control ('adolescent values')

Bryan et al., 2019, *Nature Human Behaviour 3*, 596-603
See also; Neufeld et al., 2021, Lancet, 399, 185-197

Individual solutions "a mistake"

The i-Frame and the s-Frame: How Focusing on Individual-Level Solutions Has Led Behavioral Public Policy Astray

41 Pages • Posted: 11 Mar 2022 • Last revised: 30 Mar 2022

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Date Written: March 1, 2022

Abstract

An influential line of thinking in behavioral science, to which the two authors have long subscribed, is that many of society's most pressing problems can be addressed cheaply and effectively at the level of the individual, without modifying the system in which individuals operate. Along with, we suspect, many colleagues in both academic and policy communities, we now believe this was a mistake. Results from such interventions have been disappointingly modest. But more importantly, they have guided many (though by no means all) behavioral scientists to frame policy problems in individual, not systemic, terms: to adopt what we call the "i-frame," rather than the "s-frame." The difference may be more consequential than those who have operated within the i-frame have understood, in deflecting attention and support away from s-frame policies. Indeed, highlighting the i-frame is a long-established objective of corporate opponents of concerted systemic action such as regulation and taxation. We illustrate our argument, in depth, with the examples of climate change, obesity, savings for retirement, and pollution from plastic waste, and more briefly for six other policy problems. We argue that behavioral and social scientists who focus on i-level change should consider the secondary effects that their research can have on s-level changes. In addition, more social and behavioral scientists should use their skills and insights to develop and implement value-creating system-level change.

Keywords: Behavioral public policy, behavioral economics, framing, nudge, climate change, obesity, addiction, behavior change

"…we now believe this was a mistake"

- small or null effects
- reduce support for more effective systemic actions (regulation, taxation)

"…unwittingly helped promote interests of corporations who oppose systemic change"

TAKE-HOME:

- Children consistently prefer ‘unhealthy’ ads from preschool onward
- Advertising is designed to activate emotion
- Advertisers acquiring powerful systemic targeting and design methods
- Children show increased preference for products via any ads featuring emotional appeals, not just ‘child-targeted’ or ‘child-appealing’ ads
- Resistance requires conscious awareness and motivation
- Informational ad literacy is poorly supported by evidence
- Individualised solutions are not working
- Systemic regulatory solutions are required

THANK YOU

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