FOOD MARKETING

- Ellen Wartella
- Northwestern University
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Materials Reviewed

- 2006 IOM report on Food Marketing to Children and Youth: Threat or Opportunity
Committee on Food Marketing and the Diets of Children and Youth

J. Michael McGinnis (Chair), Institute of Medicine
Daniel Anderson, University of Massachusetts, Amherst
J. Howard Beales III, George Washington University
David Britt, Sesame Workshop (retired)
Sandra Calvert, Georgetown University
Keith Darcy, Ethics Officer Association
Aimee Dorr, University of California, Los Angeles
Lloyd Kolbe, University of Indiana

Dale Kunkel, University of Arizona
Paul Kurnit, Kurnit Communications & KidShop
Robert Post, Yale Law School
Richard Scheines, Carnegie Mellon University
Frances Seligson, Pennsylvania State University
Mary Story, University of Minnesota, Minneapolis
Ellen Wartella, University of California, Riverside
Jerome Williams, University of Texas, Austin

Co-study Directors: Jennifer Gootman and Vivica Kraak
# Trends in Diet and Eating Patterns

## Higher Than Recommended:
- Sugars
- Sodium
- Total and Saturated Fats

## Inadequate Intakes Of:
- Whole Grains
- Fruits
- Vegetables
- Potassium
- Fiber
- Magnesium
- Vitamin E
- Milk

## General Increase In:
- Calories (especially in pre-schoolers & adolescents)
- Carbohydrates
- Sweetened Beverage Consumption
- Away-from-home Foods
Factors Shaping Food and Beverage Consumption

- Marketing
  - Product, Place, Price, Promotion
- Culture & Values
- Economic Factors
- Public Policies
- Production, Distribution, Promotion

- Individual & Developmental Factors
  - Family & Home
    - Diet
    - Physical Activity
  - School & Peers
  - Neighborhood & Community

- Genetics & Biology
- Health Outcomes for Children and Youth

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Marketing Landscape: Key Terms

• Marketing involves:
  – Conducting marketing research
  – Defining the target market
  – Analyzing competition
  – Implementing basic processes that constitute the marketing mix or drivers of business

• Key components of marketing strategy:
  – Product
  – Place
  – Price
  – Promotion
Marketing Landscape

- How food & beverage companies spend their marketing budgets
  - Advertising (20%)
  - Consumer promotion (25%)
  - Trade promotion (55%)

Marketing Landscape: Trends

Overall Marketing Statistics:

- $11.26 billion spent on all advertising food, beverages and meals in 2004 (measured media).
- $5 to $6.6 billion spent on all television advertising in 2004.

Children and Youth Marketing Statistics:

- Young peoples’ discretionary income is growing: direct purchases (more than $200 billion) and purchase influence ($500 billion).
- Estimated more than $10 billion is spent annually to market food, beverage, restaurant products to young consumers.
- More growth in food and beverage products targeted to children and youth, 1994-2004, when compared to total market.
Growth in New Food Products Targeted to U.S. Children and Youth
1994 to 2004

New products targeted to total market

New products targeted to children & youth

Marketing Strategies

• Many venues
  – Schools, grocery stores, malls, theaters, sporting events, child care

• Many media vehicles
  – Broadcast and print media, Internet, videogames, cell phones

• School-based marketing practices
  – Product sales, direct and indirect advertising, marketing research
Marketing Techniques

- Many techniques
  - Product appeals (e.g., packaging, flavor, texture, fun)
  - Branded spokescharacters
  - Character merchandising, co-branding, cross-promotions
  - Celebrity endorsement
  - Premiums and premium advertising
  - Mobile marketing
  - Viral marketing
  - Product placement across multiple media platforms

- Movement toward *integrated marketing*
Evidence Review

- **Multiple sources of evidence**
- **Peer-reviewed literature**
  - Disciplined process to gather, classify, interpret scientific literature.
  - Among 200 articles, 123 met standards of evidence review.
- **Industry and marketing sources**
  - Articles, trade journals, popular magazines, books, company websites, annual reports, news releases.
Causal Framework Used for the Systematic Evidence Review

- **Marketing**: Product, Place, Price, Promotion
- **Mediators/Precursors**: Food & Beverage Preferences, Beliefs, Purchase Requests
- **Diet**: Short-Term Consumption, Usual Dietary Intake
- **Diet-Related Health Outcomes**: Adiposity, Other
- **Moderators**: Age, SES, Gender, Race/Ethnicity
Evidence Review Findings

Literature supported relationships among marketing (TV advertising), dietary precursors, diets, diet-related health, and body fatness.

With respect to **dietary precursors**:
- Strong evidence that television advertising influences food and beverage preferences and purchase requests of children ages 2–11 years.

With respect to **diets**:
- Strong evidence that television advertising influences short-term consumption of children ages 2–11 years.
Evidence Review Findings

With respect to *diet-related health*:

- Food and beverage advertising on television is associated with body fatness of children and youth.
- Strong evidence associated with adiposity in children ages 2–11 years and teens ages 12–18 years.
Broad Conclusions

- Food and beverage marketing is one of many factors influencing the diets and health prospects of children and youth.
- Food and beverage marketing practices targeting children and youth are out of balance with healthful diets, and contribute to an environment that puts their health at risk.
- Industry and marketers have underutilized potential to devote creativity and resources to develop and promote foods, beverages, and meals that support healthful diets.
Broad Conclusions

- Achieving healthful diets will require sustained, multisectoral, and integrated efforts that include industry leadership and initiative.

- Public policy programs and incentives do not have the support or authority to address many of the current and emerging marketing practices that influence the diets of children and youth.
Recommendations

• Products and Promotion
• Marketing Practice Standards
• Media and Entertainment Industry
• Parents, Caregivers, Families
• School Environment
• Government and Public Policy
• Research
• Monitoring Progress
Products and Promotion

Food and beverage companies should:

• Use creativity, resources and marketing practices to promote and support more healthful diets and meals for children and youth.

• Some Progress: Product Reformulation and new product development, product labeling including nutrient profiling and front of pack labeling, 18 companies now part of self regulatory CFBAI committed to advertising only healthier foods and beverages to youth and expanding to marketing venues beyond TV; healthier choices in restaurants.
Industry Trade Associations

Food, beverage, restaurant, retail, and marketing industry trade associations should:

• Assume leadership roles in harnessing industry creativity, resources, and marketing on behalf of healthful diets for children and youth.

• Limited Progress: Limited support to members to limit or adopt new marketing practices, limited technical assistance, limited leadership in encouraging healthier foods in stores.
Marketing Practice Standards

Food, beverage, restaurant, and marketing industries should:

- Establish and enforce the highest standards for the marketing of foods, beverages, and meals to children and youth.
  - Use licensed characters only to promote foods and beverages that support healthful diets for children and youth.
  - Work through CARU to revise, expand, apply, enforce, and evaluate explicit industry self-regulatory guidelines beyond traditional advertising.
  - CARU and the Federal Trade Commission should cooperate in evaluating and enforcing the expanded self-regulatory guidelines.

- Some Progress: CFBAI current pledges will market only healthier foods, licensed characters used for healthier foods; still need uniform nutritional standards and the 17 pledge companies constitute 80% of advertising for food and beverages during children’s programming. Restaurants as well as packaged food companies now members of CFBAI.
Media and Entertainment Industry

Media and entertainment industry should:

- Direct its extensive power to promote healthful foods and beverages for children and youth.
  - Incorporate foods, beverages, and storylines that promote healthful diets into multiple media platforms.
  - Serve as accurate interpreters and reporters on findings, claims, and practices related to the diets of children and youth.

Limited Progress: Nutritional information in some preschool TV programs and online information; coverage of childhood obesity issues in news media trending upward.
Parents, Caregivers, Families

Government and the private sector should:

- Create a long-term social marketing program supporting parents, caregivers, and families in promoting healthful diets for children and youth.
  - Direct at parents of young children (>4 years) through marketing and widespread educational and community-based efforts.
  - Reliable and sustained support stream, through public-appropriated funds and counterpart cooperative support.
  - Mechanism for proprietary marketing data to be available to inform social marketing program.

No Progress to date.
School Environment

State and local educational authorities should:

• Educate about and promote healthful diets for children and youth in all aspects of the school environment.
  – Develop and implement nutrition standards for competitive foods and beverages sold or served in the school environment.
  – Adopt policies and best practices that promote the availability and marketing of foods and beverages that support healthful diets.
  – Public and civic leaders at all levels should provide visible leadership.

Government and Public Policy

Government at all levels should:

- Marshal the full range of public policy levers to foster the development and promotion of healthful diets for children and youth.
  - Consider industry incentives.
  - U.S. Department of Agriculture develop and test new strategies for promoting healthier, appealing school meals.
  - Draft legislation for broadcast and cable television, if voluntary efforts are unsuccessful in shifting advertising emphasis to healthier products.

Limited Progress: Passage of the 2010 Child Nutrition Reauthorization Act but No report from Interagency Task Force on food Marketing Nutritional Standards since 2009
Research

- Research capacity should be substantially better directed to review how marketing influences the food and beverage choices of children and youth.
  - Illuminate ways that marketing influences children’s attitudes and behaviors.
  - Study newer promotion techniques and venues, healthier foods and beverages and portion sizes, product availability.
  - Study impact of television advertising on diet and diet-related health

Limited progress. Major funding of Healthy Eating Research grants from Robert Wood Johnson Foundation but a large research agenda remains.
Monitoring Progress

DHHS Secretary should:

• Designate a responsible agency to formally monitor and report regularly on the progress related to the recommendations included in this report.
  – Secretary should consult with other relevant cabinet officers and agency heads to develop and implement required monitoring and reporting.
  – Secretary should report to Congress within 2 years on progress and on any additional actions necessary.

While there was a report to Congress in Fall 2008 there has been no progress in identifying a responsible agency to monitor report.