

UConn Rudd Center for Food Policy and Obesity Presentation

Digital Marketing to Children

Sources

Slide 2: Most children have poor diets

What experts recommend

- USDA. Empty calories: How many can I have? www.choosemyplate.gov/how-many

Slide 3: Too many high-sugar high-fat foods

- Reedy J, Krebs-Smith SM. Dietary sources of energy, solid fats, and added sugars among children and adolescents in the United States. *Journal of the American Dietetics Association*. 2010; 110:1477-1484.

Slide 4: Not enough fruits and vegetables

- CDC, Vital Signs report. 2014. www.cdc.gov/media/releases/2014/p0805-fruits-vegetables.html

Slide 5: Poor diet leads to poor health

- Ogden CL, Carroll MD, Kit BK, Flegal KM. Prevalence of obesity and trends in body mass index among US children and adolescents, 1999-2010. *JAMA*. 2012; 307:483-90.
- CDC, National Diabetes Statistics Report, 2014. www.cdc.gov/diabetes/pubs/statsreport14/national-diabetes-report-web.pdf

Slide 6: Lifelong consequences

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Slide 7: Children may live shorter lives than their parents

- Olshansky SJ, Passaro DJ, Hershow RC, et al. A Potential Decline in Life Expectancy in the United States in the 21st Century. *New England Journal of Medicine*. 2005; 352:1138-1145.

Slide 9: The truth about food marketing

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Slide 11: What is digital marketing?

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Slide 14: Advergaming

- Harris J, Weinberg M, Javadizadeh J, Sarda V. Monitoring food company marketing to children to spotlight best and worst practices. *Advances in Communication Research to Reduce Childhood Obesity*. Springer New York. 2013. 153-175

Slide 15: Video game placements

- In-game advertising in EA games lifts brand sales: First time research connects what consumers see in-game with what they buy in-store. Business Wire. September 14, 2010.
<http://www.businesswire.com/news/home/20100914005596/en/In-Game-Advertising-EA-Games-Lifts-Brand-Sales>

Slide 16: Banner ads on kids' websites

- Ustjanauskas AE, Harris JL, Schwartz MB. 2014 Food and beverage advertising on children's web sites. *Pediatric Obesity*. 9(5):362-72.

Slide 18: Engaging youth

- Twitonomy (2016). Available at <http://www.twitonomy.com/>.

Slide 20: Coke's slumping sales

- Mendoza, L. Coca-Cola: Share a Coke US. 2015.
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Slide 23: TV time is down, but internet is up

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Slide 24: More and more of that time is spent on mobile devices

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Slide 26: This is advertising in disguise

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Slide 27: Is this fair?

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