



Television advertising and branding. Effects on eating behaviour and food preferences in children

Name:

Jill van der Velden
2046056

Reference for the original paper:

Boyland, E. J., & Halford, J. C. (2013). Television advertising and branding. Effects on eating behaviour and food preferences in children. *Appetite*, 62, 236-241.

Link to original paper online:

<https://ap.lc/0tscl>

Course:

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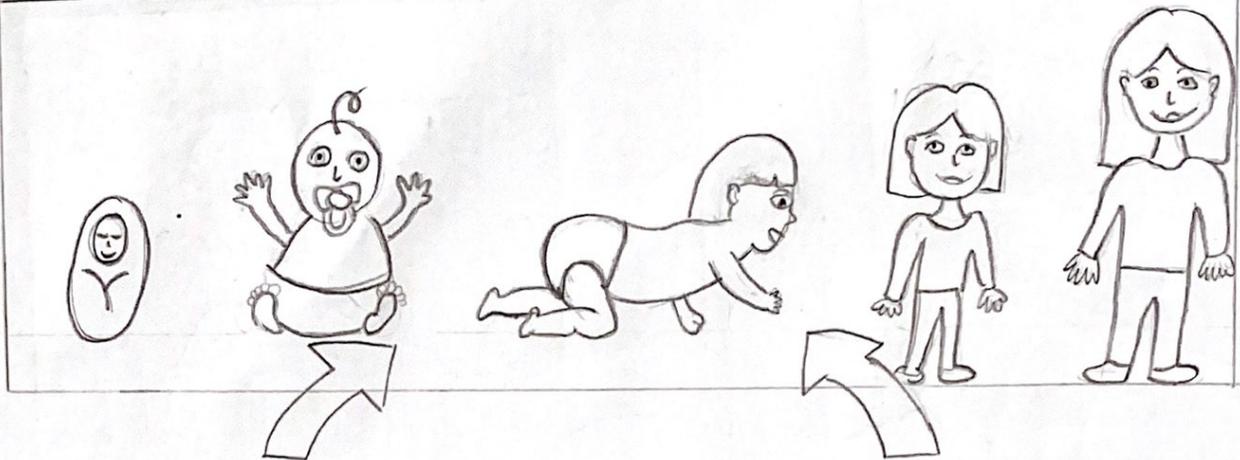
Instructor:

Neil Cohn

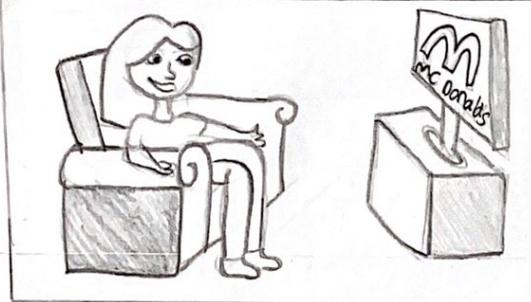
neilcohn@visuallanguagelab.com

www.visuallanguagelab.com

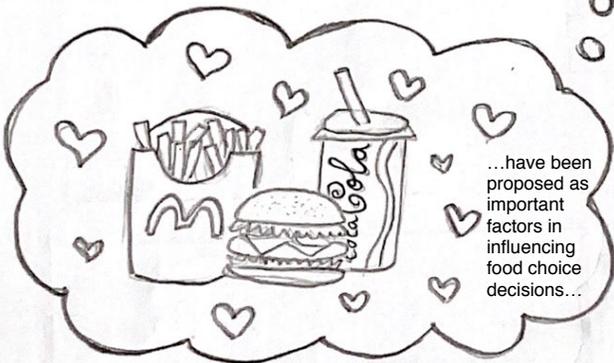
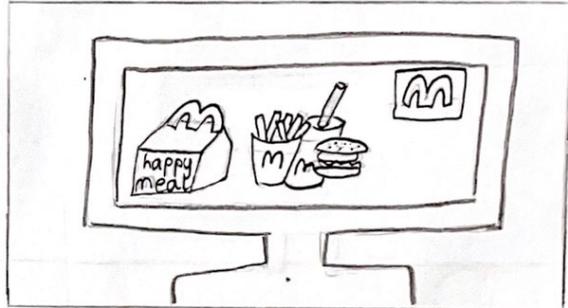
Children are exposed to extensive marketing activity through a variety of media and non-broadcast sources at all stages of their development.



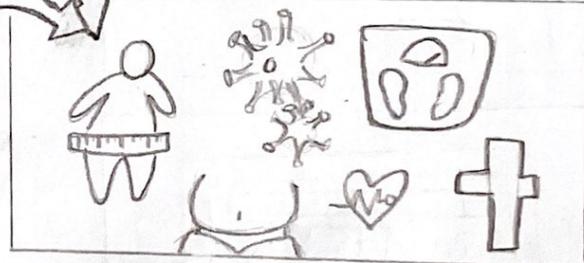
Television influences the attitudes, behaviours, and values of viewers, particularly children.



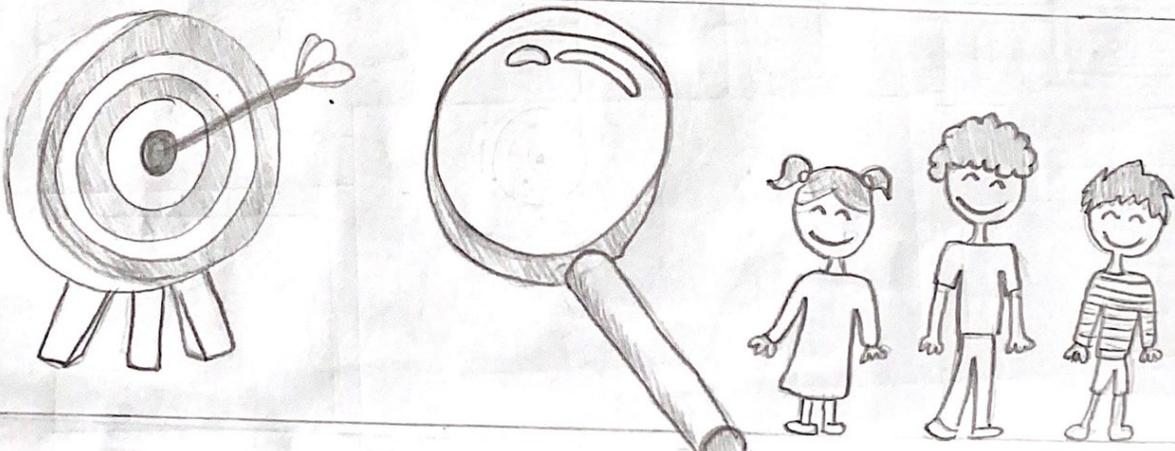
Consequently, television viewing and the resulting exposure to food and branding...



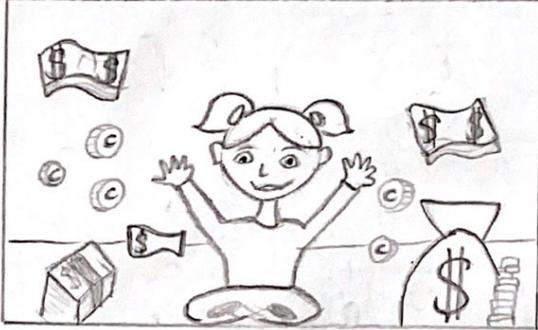
...and therefore determining dietary health and obesity risk.



Children are major targets for marketing by the food industry...



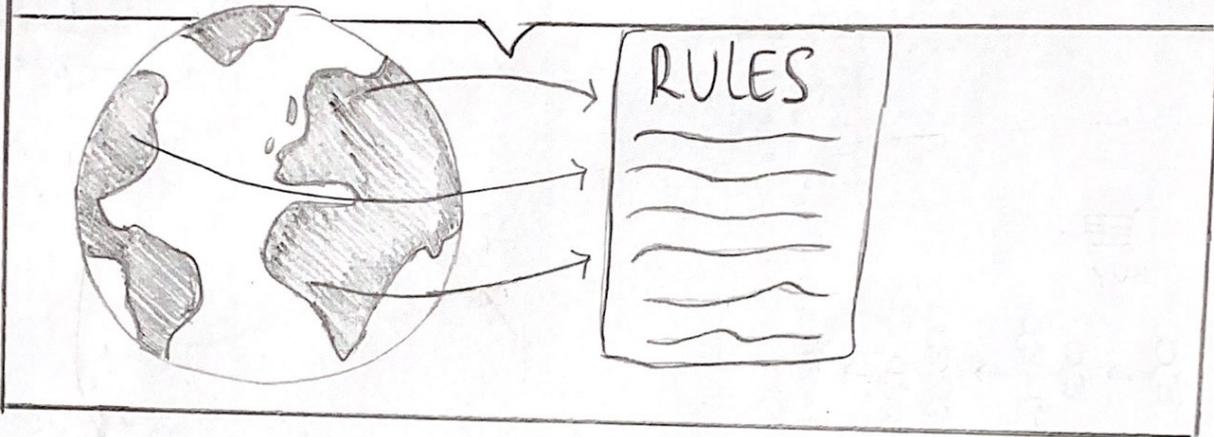
...given that they have both independent spending power (current and future)



...and a significant influence over family spending.



There are different rules in all countries over the world to control TV advertising to children.



In the US, \$1 billion is spent annually on youth-oriented media advertising, particularly on television.



US

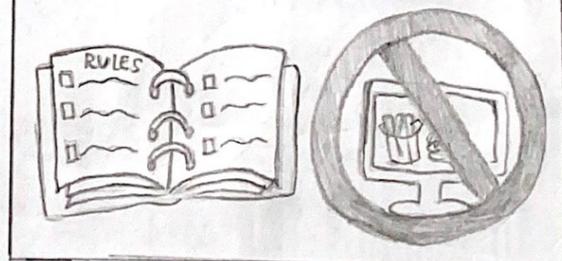
...This is not being listened to.



UK

Statutory legislation was introduced in the UK in 2007 restricting the advertising of HFSS foods in and around programming specifically made for or of particular appeal to children under 16 years of age.

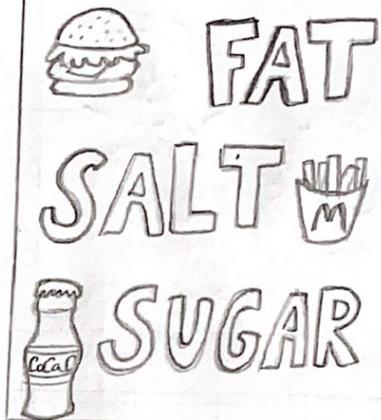
REGULATIONS



Despite regulation, children in the UK are exposed to considerable numbers of food adverts on television. Children still see more unhealthy food advertising than healthy food advertising.



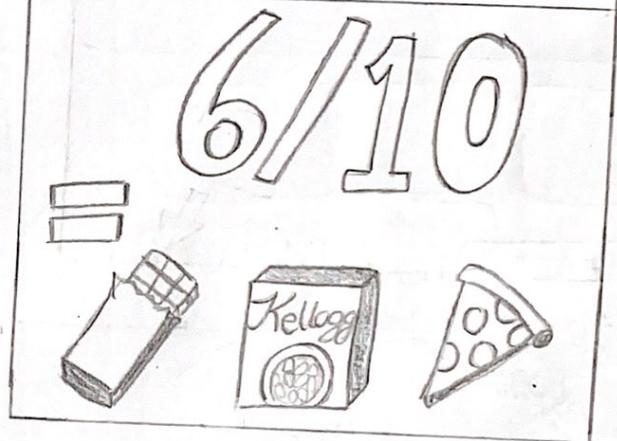
These are predominantly for foods high in fat, salt and sugar (HFSS).



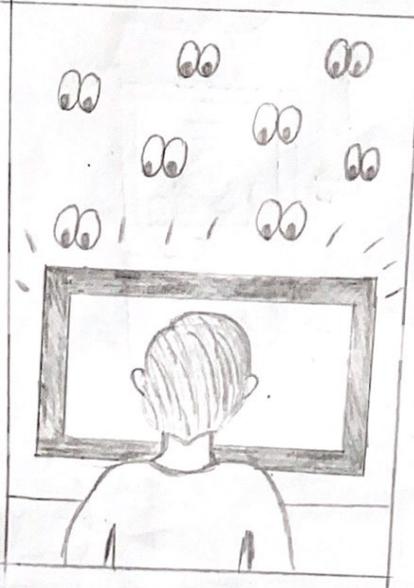
...which are marketed to children using promotional characters and themes of fun.



Of the ten most frequently advertised food items, six were unhealthy items such as fast food, breakfast cereals, chocolate and snack foods.



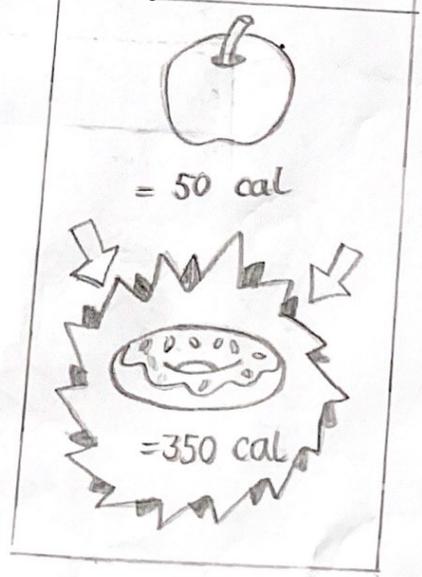
Food advertising exposure on television produce a substantial and significant...



...increase in energy intake



and caloric intake (of high fat and/or sweet energy-dense snacks) in all children, and this increase in intake was largest in the obese children.



Eating whilst watching television (whether eating snacks in front of the television or having television viewing as part of the meal time routine) has been shown to affect food choice and caloric intake.

Television viewing is associated..



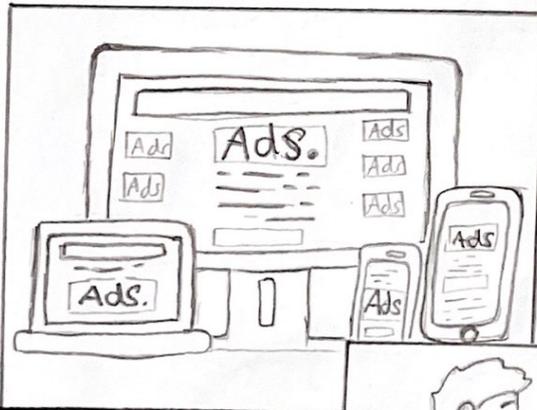
...with poor overall diet quality.



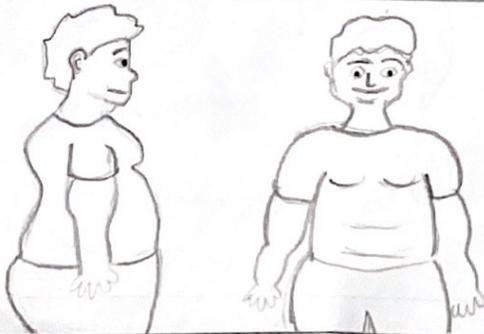
eating in front of the television was positively associated...



...with children's general consumption of a number of items (French fries, salty snacks, ice cream, pastries, soft drinks.



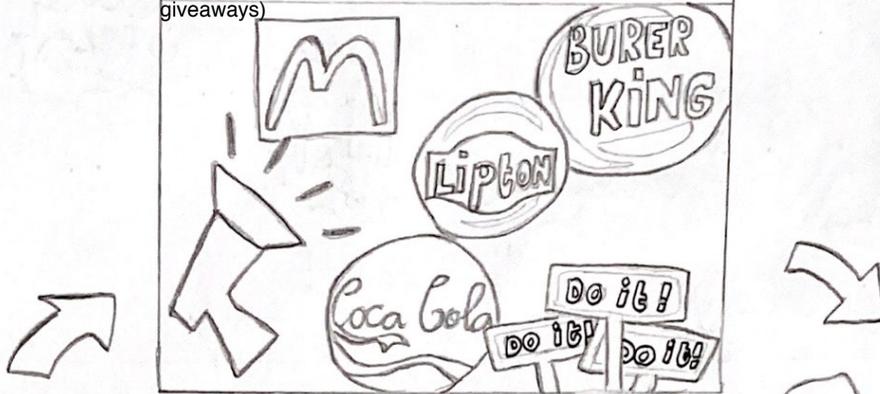
It has been shown that advertisements lead to an increase in the intake of food.



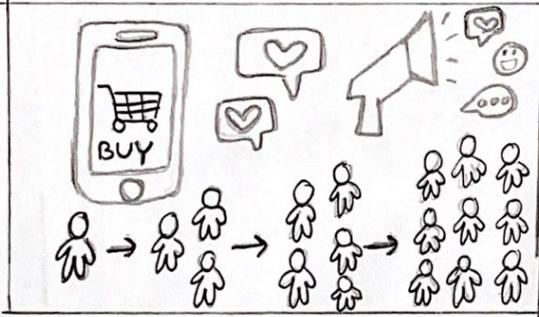
Particularly in overweight and obese children. And to a greater preference for high-carbohydrate and high-fat foods among children.



Advertisers also use particular persuasive techniques to appeal to children and young people (such as the use of appeals, promotional characters, celebrity endorsement and giveaways)



There are also several other branding avenues used to reach child and adolescent audiences such as internet advergaming, viral marketing and mobile phone advertising.



Numerous brands use characters and celebrities in their promotions and on product packaging, and their presence is believed to assist with generating brand identity and facilitating a brand-consumer relationship.



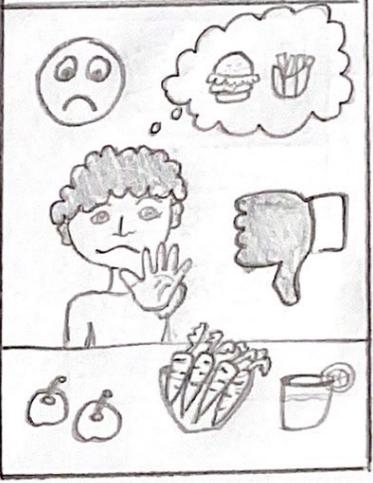
It seems that an opportunity is being missed by the UK and other countries to make a clear and decisive step towards protecting the health of our young people from ubiquitous and irresponsible food marketing.



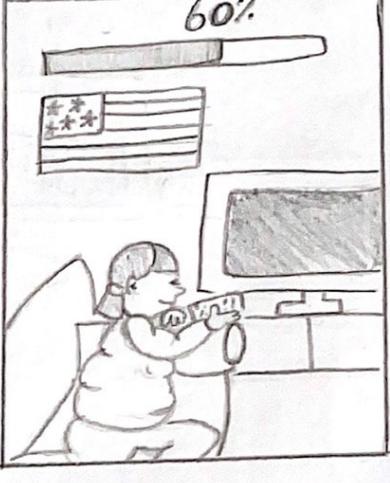
Young people tend to be avid users of new media.



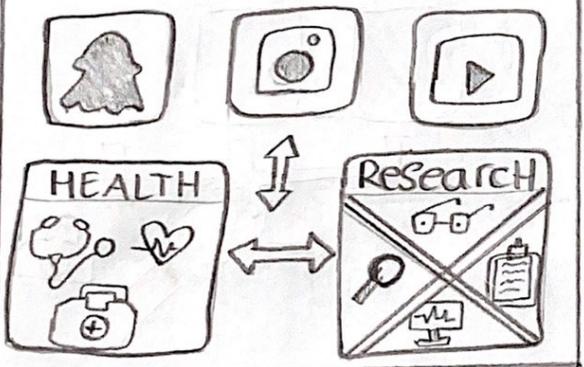
Whilst much of the research focus has been on the negative consequences of marketing activity on children's diets...



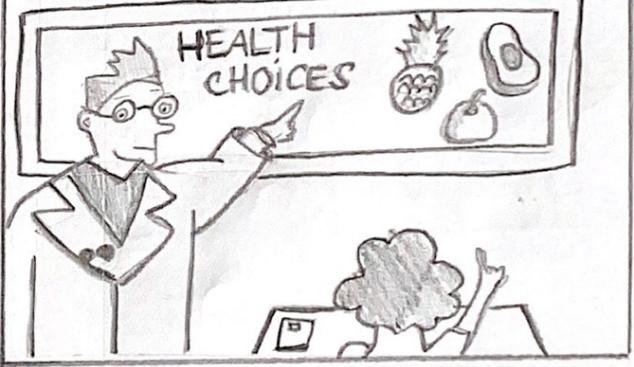
...and greater than 60% of overweight incidence amongst children and adolescents in the US could be attributed to television viewing...



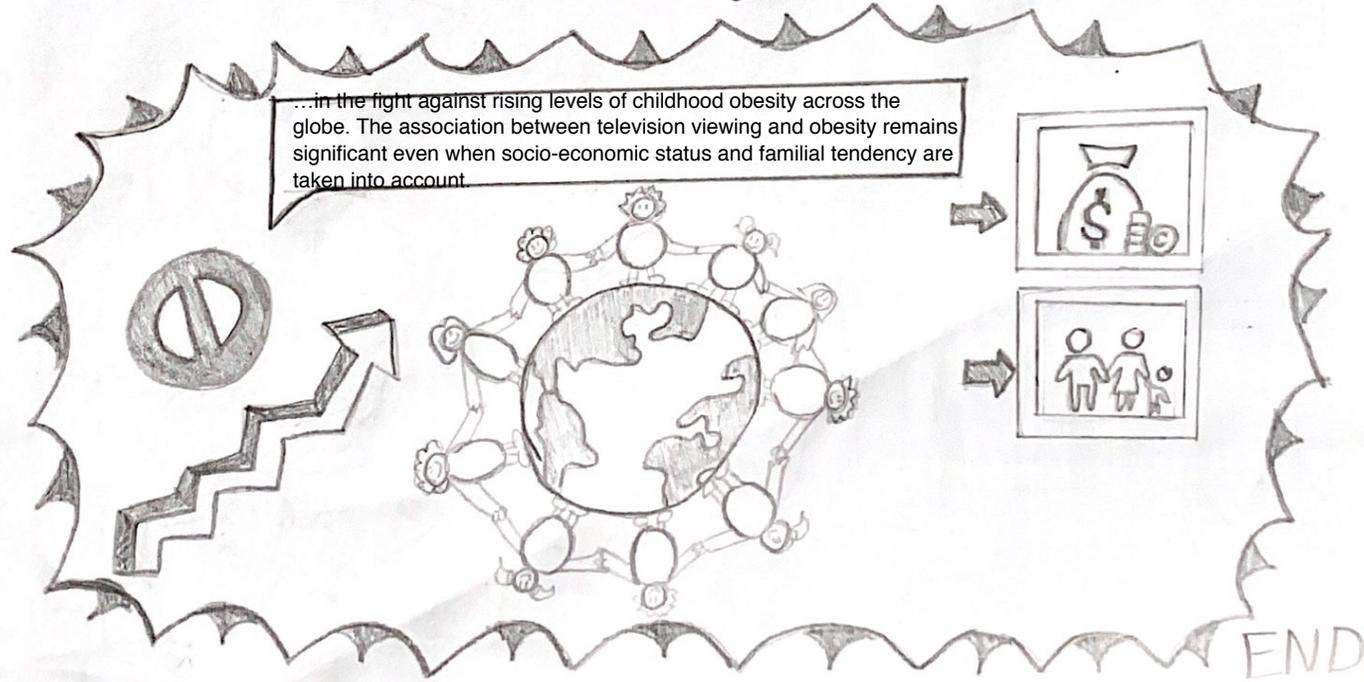
...the potential for health promotion remains largely under investigated and under exploited.



Harnessing the power of advertising avenues in order to encourage the uptake of healthier dietary choices may be a useful tool...



...in the fight against rising levels of childhood obesity across the globe. The association between television viewing and obesity remains significant even when socio-economic status and familial tendency are taken into account.



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