FAST-FOOD TV ADVERTISING AIMED AT KIDS

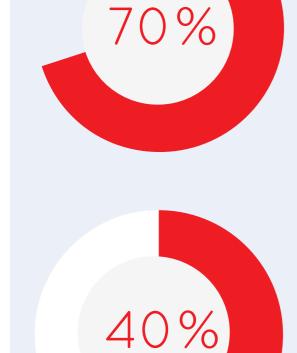


WHO'S DOING IT AND HOW? A study examined all nationally televised fast-food ads

aimed at kids from July 2009 to June 2010

99% of all fast-food ads targeting kids were placed by just two companies:





of McDonald's total 44,602 ad placements were targeted at kids.

of all ads for

meals were for

Happy Meals.

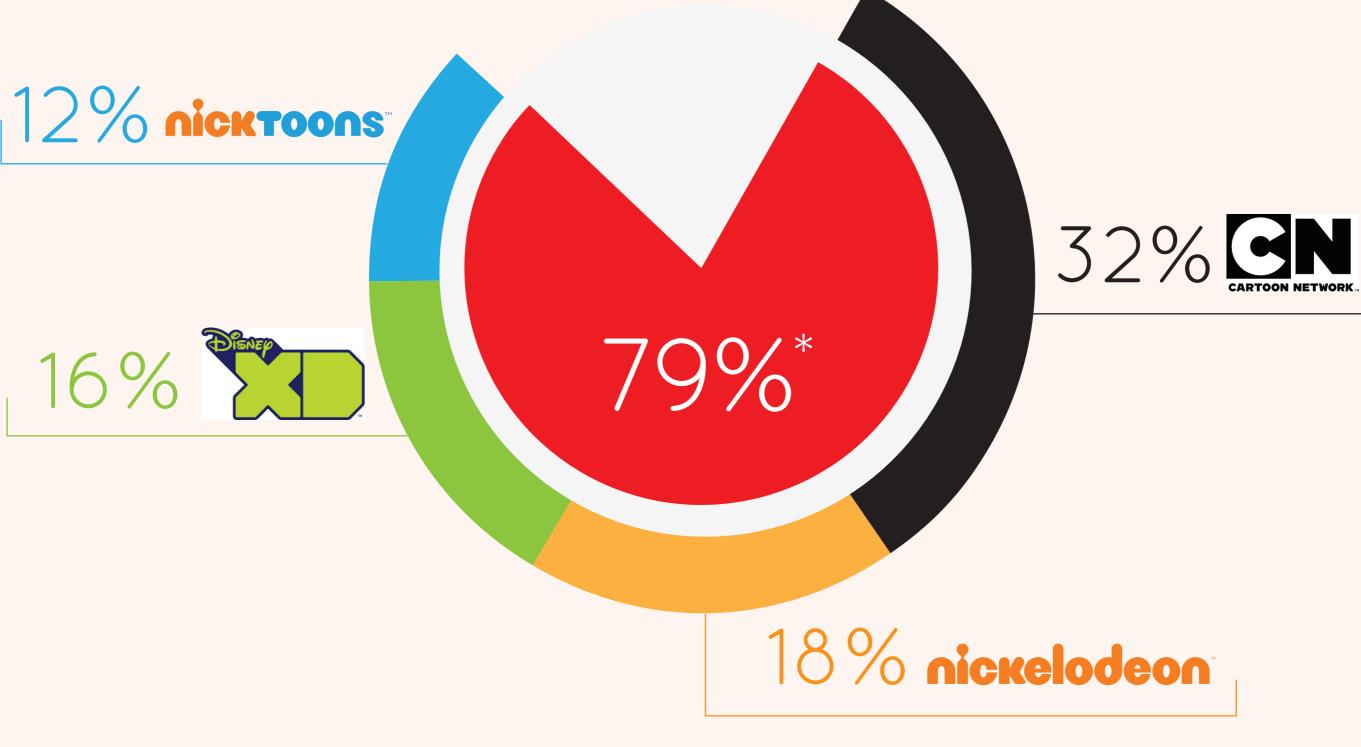
children's fast-food





of Burger King's total 21% ad placements were targeted at kids.

79%* OF THE MORE THAN 25,000 FAST-FOOD ADS AIMED AT KIDS AIRED ON FOUR CHANNELS:



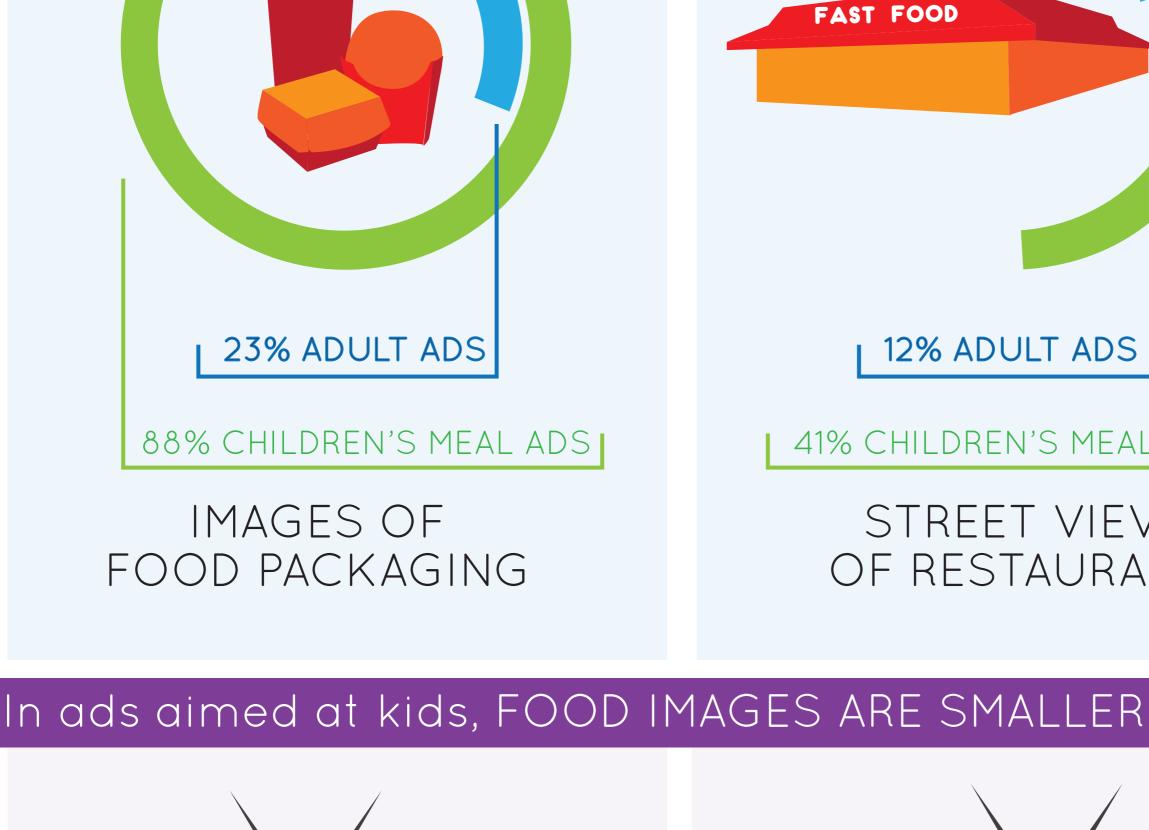
WHEN MARKETING TO KIDS?

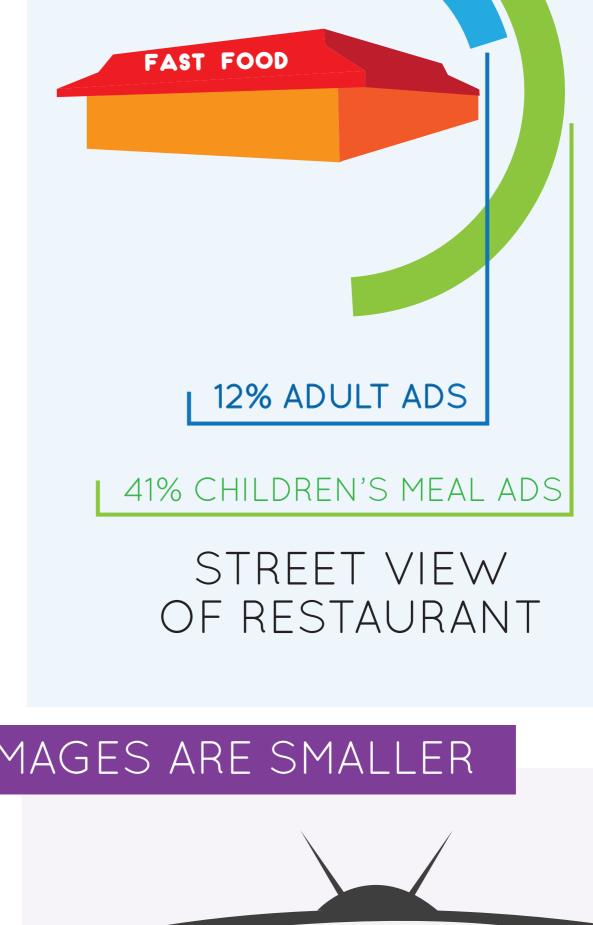
In ads aimed at kids, BRANDING IS STRONGER

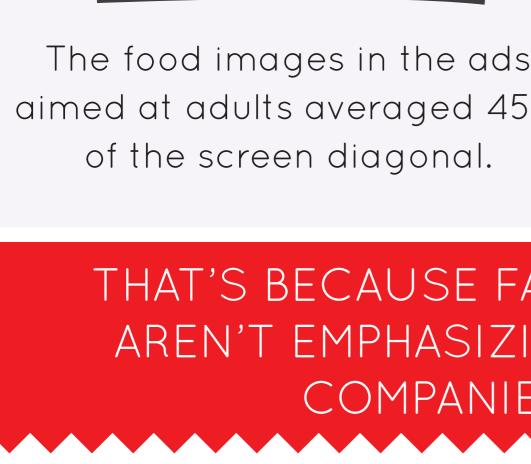
*WHEN ROUNDED, NUMBERS SUM TO 79%

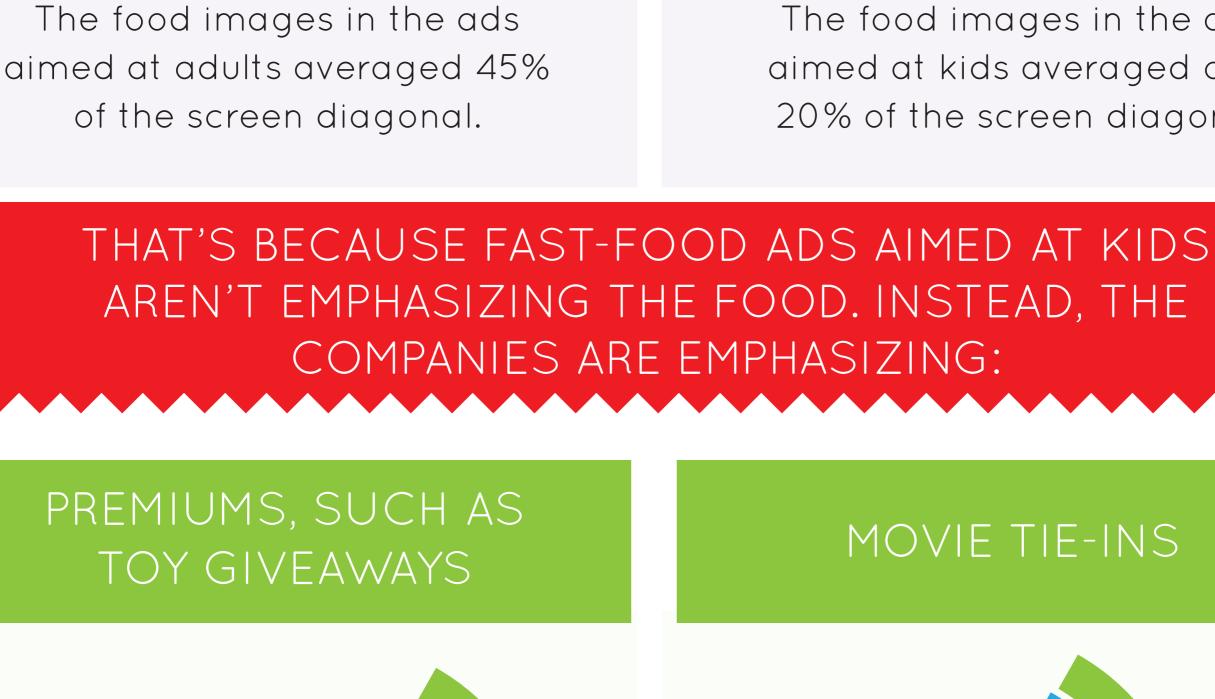
WHAT TACTICS DID THE COMPANIES USE

This was determined through a frame-by-frame comparison of ads aimed at kids and ads aimed at adults.









The food images in the ads aimed at kids averaged only 20% of the screen diagonal.

MOVIE TIE-INS

1% ADULT ADS 69% CHILDREN'S MEAL ADS

WORD EMPHASIS IS ALSO DIFFERENT

WORDS IN ADS AIMED AT KIDS

EMPHASIZE: MOVIES

MOVIE CHARACTERS

14% ADULT ADS

55% CHILDREN'S MEAL ADS WORDS IN ADS AIMED AT ADULTS EMPHASIZE:

PORTION SIZE PRICE

FOOD TASTE

McDonald's and Burger King have pledged to abide by a set of marketing

guidelines that include a provision stating that food—not toys or other

promotions—should be the focus of ads directed at kids. These findings

suggest that industry's efforts to self-regulate are ineffective.

Learn more about food marketing to kids at www.rwjf.org/goto/marketingtokids



Source: Data are drawn from "How Television Fast Food Marketing Aimed at Children. Compares with Adult Advertisements," which examined nationally televised ads for children's meals by leading fast-food restaurants for one year, from July 1, 2009 to June 30, 2010. The study was supported by the Robert Wood Johnson Foundation through its

Healthy Eating Research program. This graphic is not endorsed or sponsored by McDonald's, Burger King, Cartoon Network, Nickelodeon, Disney XD, or Nicktoons.