

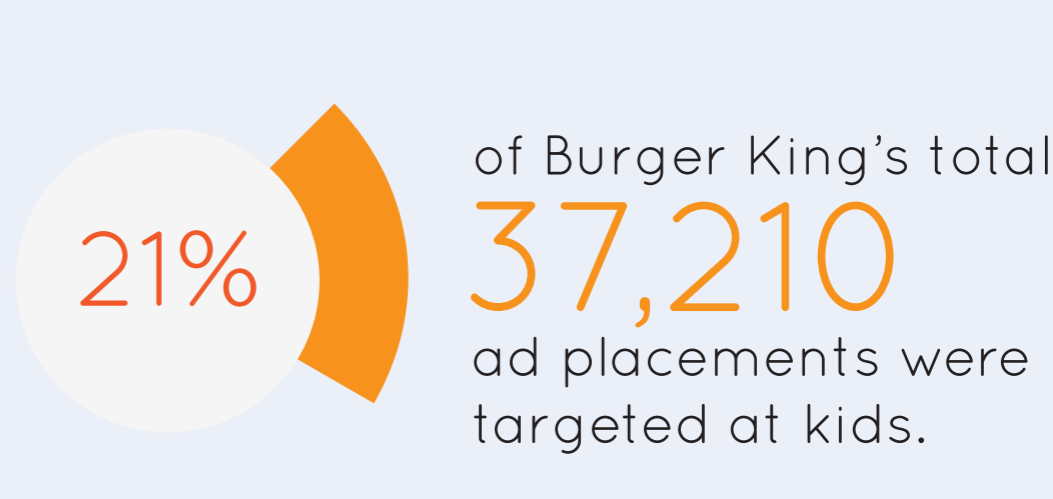
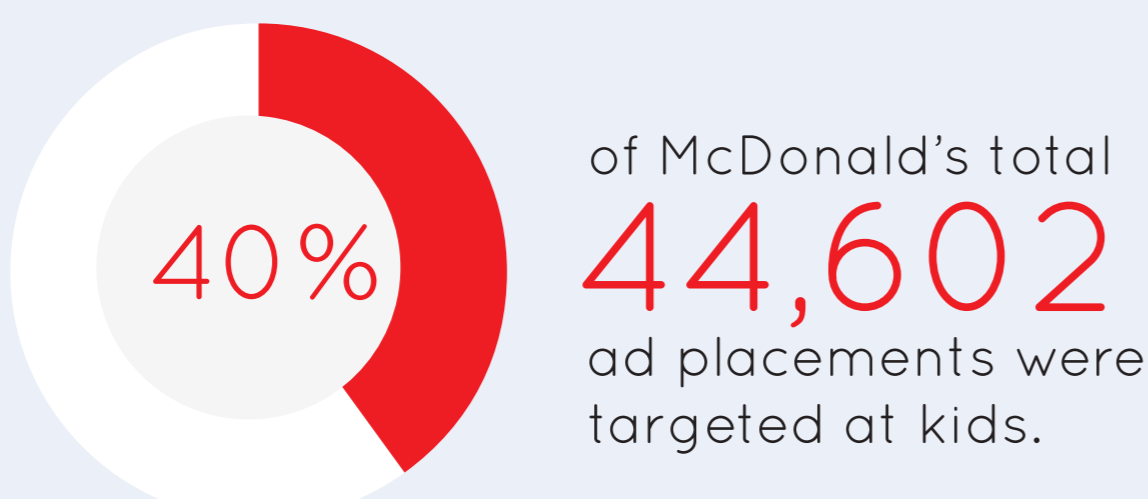
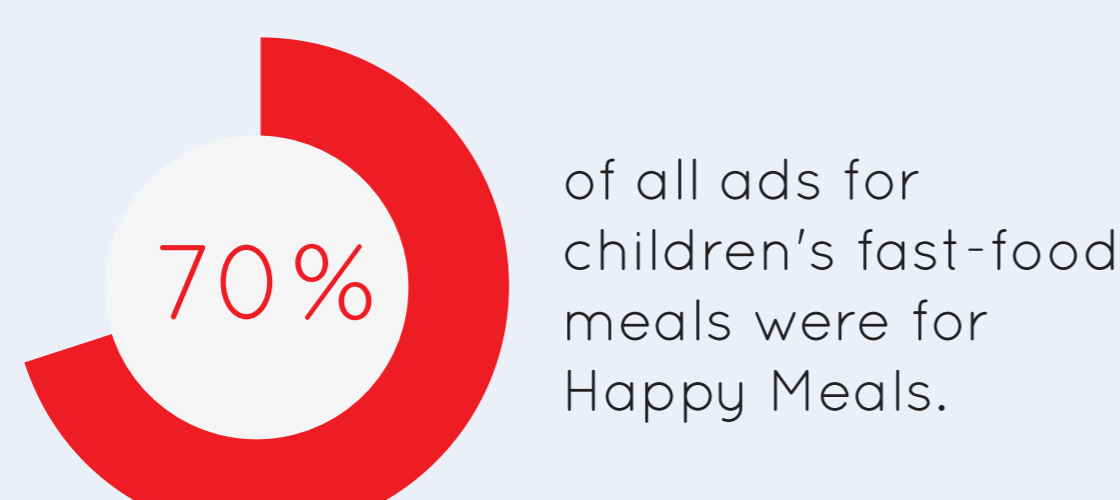
FAST-FOOD TV ADVERTISING AIMED AT KIDS



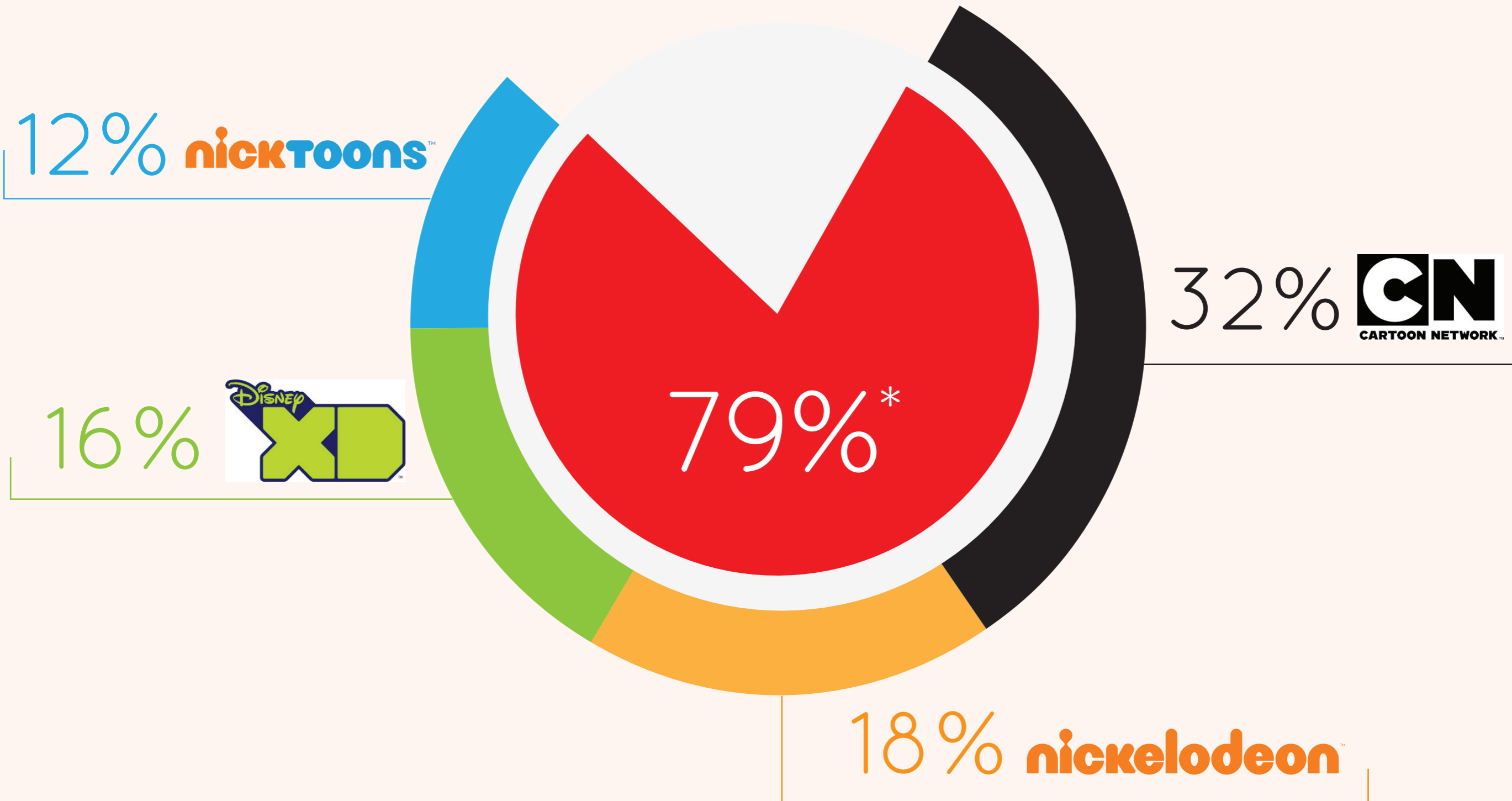
WHO'S DOING IT AND HOW?

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:



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



*WHEN ROUNDED, NUMBERS SUM TO 79%

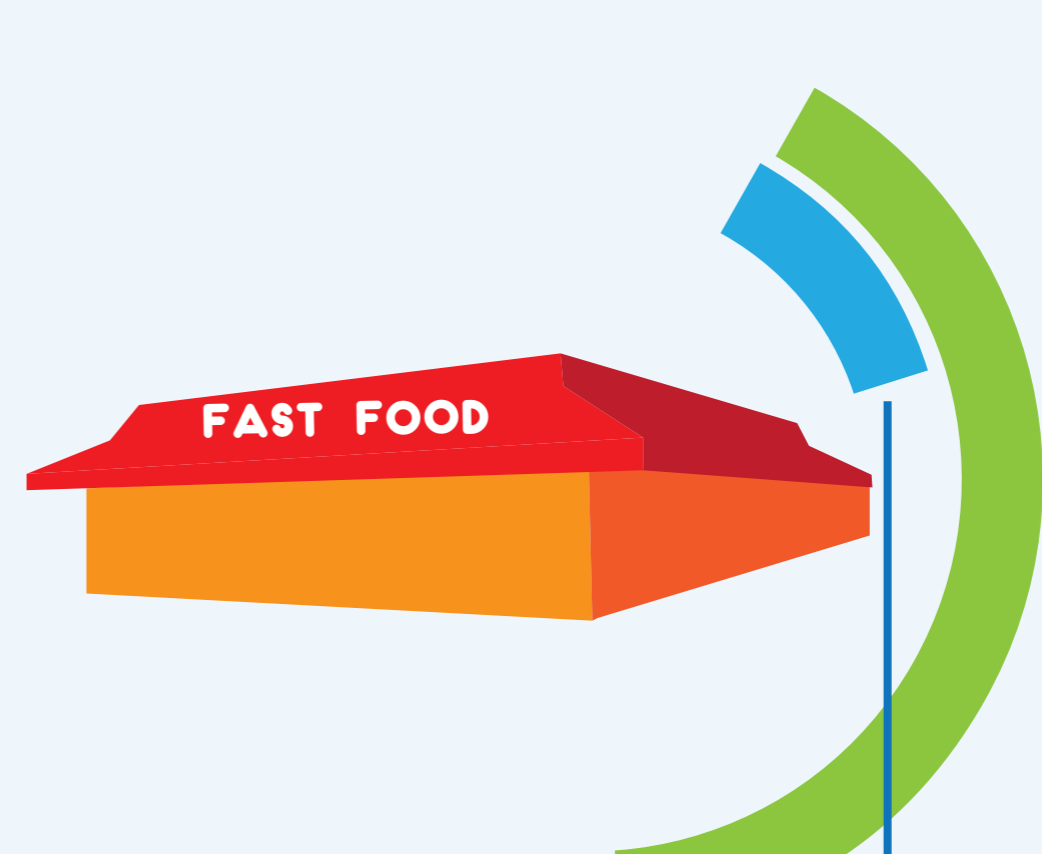
WHAT TACTICS DID THE COMPANIES USE WHEN MARKETING TO KIDS?

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

In ads aimed at kids, **BRANDING IS STRONGER**



IMAGES OF FOOD PACKAGING



STREET VIEW OF RESTAURANT

In ads aimed at kids, **FOOD IMAGES ARE SMALLER**



The food images in the ads aimed at adults averaged 45% of the screen diagonal.

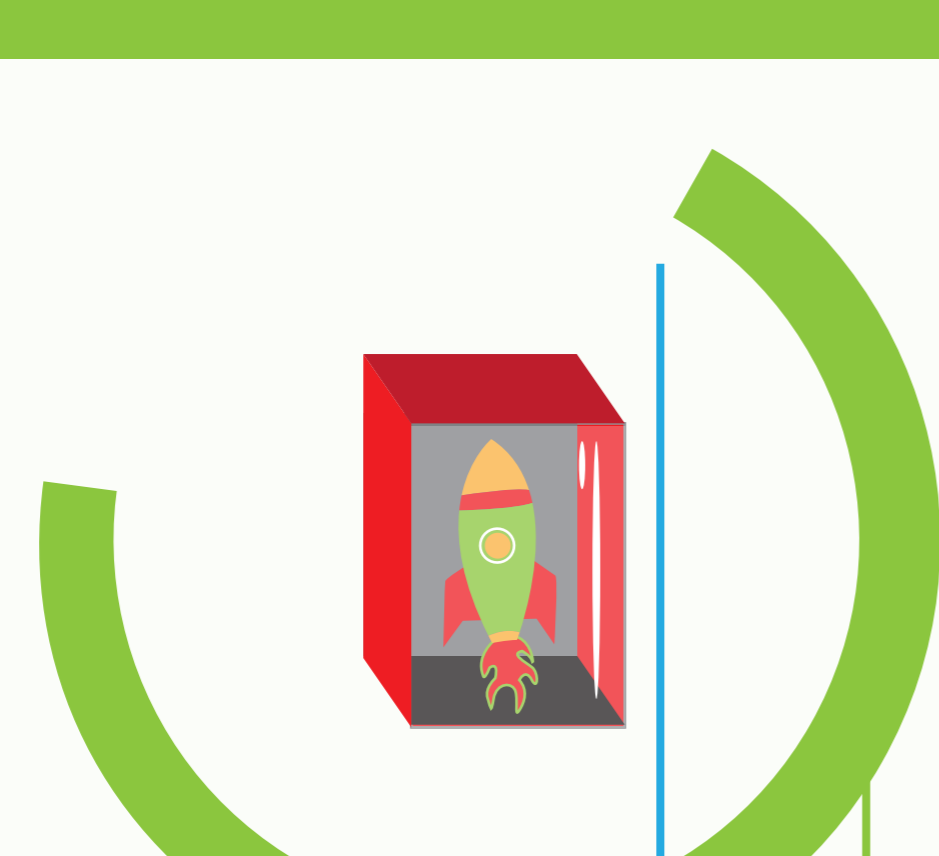


The food images in the ads aimed at kids averaged only 20% of the screen diagonal.

THAT'S BECAUSE FAST-FOOD ADS AIMED AT KIDS AREN'T EMPHASIZING THE FOOD. INSTEAD, THE COMPANIES ARE EMPHASIZING:

PREMIUMS, SUCH AS TOY GIVEAWAYS

MOVIE TIE-INS



WORD EMPHASIS IS ALSO DIFFERENT

WORDS IN ADS AIMED AT KIDS EMPHASIZE:

WORDS IN ADS AIMED AT ADULTS EMPHASIZE:

TOYS
MOVIES
MOVIE CHARACTERS

FOOD TASTE
PORTION SIZE
PRICE

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