FAST-FOOD TV ADVERTISING
AIMED AT KIDS

WHOS 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: McDonalds and Burger King.

99% OF ALL FAST-FOOD ADS TARGETING KIDS
WERE PLACED BY JUST TWO COMPANIES:

- McDonalds
  - 44,602 ad placements targeted at kids.
  - 79% of all ads for children's fast-food meals were for Happy Meals.
- Burger King
  - 37,210 ad placements targeted at kids.
  - 32% of all ads for children's fast-food meals were for Kid Meals.

WHO'S DOING IT AND HOW?

A study examined all nationally televised fast-food ads aimed at kids from July 2009 to June 2010.

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

- Cartoon Network
- Nickelodeon
- Disney XD
- Nicktoons

IMAGES OF FOOD PACKAGING
WORDS IN ADS AIMED AT KIDS
EMPHASIZE:

- Toys
- Movies
- Movie Characters

IMAGES OF RESTAURANT
WORDS IN ADS AIMED AT ADULTS
EMPHASIZE:

- Food Taste
- Portion Size
- Price

79% OF THE MORE THAN 25,000 FAST-FOOD ADS AIMED AT KIDS
WERE FOR CHILDREN'S MEALS.

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 adults averaged 45% of the screen diagonal.

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

This is 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

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