Section B

Advertising to Children
Television Advertising to Children

- TV ads are the main medium for reaching children
  - Over 75% of food advertising budgets and 95% of fast food chain budgets are for TV
- An average child views about three hours of TV per day
  - Sees between 20,000–40,000 commercials per year
- Food is the most frequently advertised product category on children’s TV, accounting for over 50% of all ads
- Children view an average of one food ad every five minutes of TV viewing time
  - Average child views 2–3 hours of food ads each week
Food Advertisements, Children’s Saturday Morning Shows

- Taped Saturday morning children’s shows from 7:00 a.m.–10:30 a.m.
- Networks: ABC, CBS, NBC, Fox, Nickelodeon
- Three mornings for each network
- Total of 52.5 hours
- Over half (53%) of all ads were food ads (n= 564)
- About 41% of the ads were for toys (n=331)

Source: Kotz and Story, JADA
The Pyramids

Saturday Morning Pyramid

- Fats, oils, and sweets (50.3%)
- Meat, poultry, fish, dry beans, eggs, and nuts group (1.8%)
- Milk, cheese, and yogurt group (4.5%)
- Bread, cereal, rice, and pasta group (43.4%)

Source: Kotz and Story, JADA, 1994
In-School Marketing

Vending Machines in Schools

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School Cafeterias

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Logos on Scoreboards and Banners

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School Fundraising

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Fast Food Restaurants in Close Proximity to Schools

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McDonalds Play Sets

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Internet

http://www.twinkies.com/index.asp

Planet Twinkie

Planet News: Check out the wonderful new wedding cake in the World of Wackiness!

Hostess Hall of Fame

E-Card Express

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Nabisco World - Free Web Games - Online Sweeps...

- Nabisco Snacks
- Sweepstakes
- Great Games
- Arcade
- Sports
- Puzzles & Board
- Multiplayer
- Prizes

You Can Win!
- Chips Ahoy
- Win a Nautilus® Fitness Center and Huffy® Sports Pack!

Check it Out!
- Neutron
- Guess the secret flavor and download the screensaver - they're out of this galaxy!

Great Games... Great Prizes!

- 3D Dune Derby
- Armored Car
- Monte Space Game
- Ball Toss
- Bull's Eye Saloon
- Candyland Mini Golf
- Chip Blaster
- Flip the Frog
- Mini Mini Golf
- Nabisco World Mini Golf
- Dreo Adventure Game
- Super Wrestling
- Super Snack 500
- Triscuit 4x4
- Video Safari Ocean
- Video Safari Savannah

Vote online for the next Bear Family Adventure.