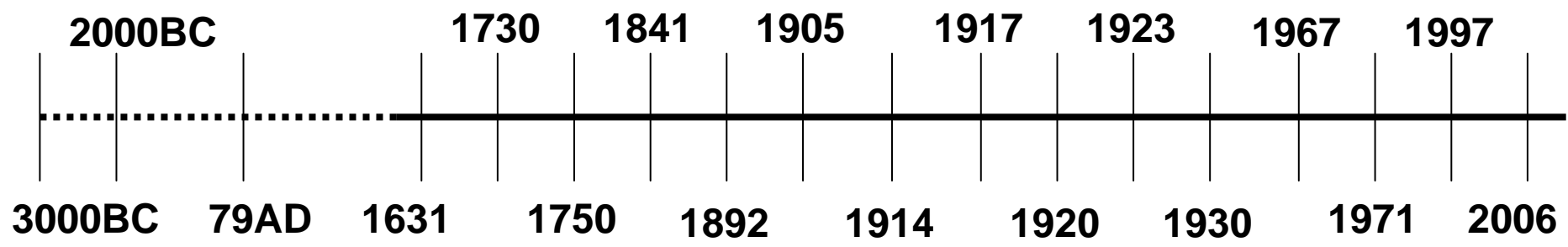


# ADVERTISING & MARKETING TO CHILDREN

Melanie Leech  
FDF Director General

# ADVERTISING & MARKETING THROUGH TIME





**“Barry dumped me for another girl.  
I heard that yesterday,  
she dumped Barry.”**



Little cakes to celebrate every little thing.



**P-PICK UP A PENGUIN**

**JACOB & CO'S**



**BISCUITS**

# COMPANY APPROACHES

- ‘Only products meeting benchmarks for all nutrients are classified as suitable to market to children (6-12 years)...’
- XXXXXXX has a global marketing code of practice which specifically addresses children. We do not advertise to children under 8 years....’
- ‘XXXXX will not offer branded merchandise which is targeted at children under 12 in any marketing promotion...’
- ‘XXXX will not use celebrities, licensed characters, promotions or nutrition/health claims in advertising aimed at children under 12.....’

# GLOBAL CONTEXT



‘Parents want junk food ads banned’



‘The naked truth about kids’ food advertising’



‘Crunch time for crisps?’

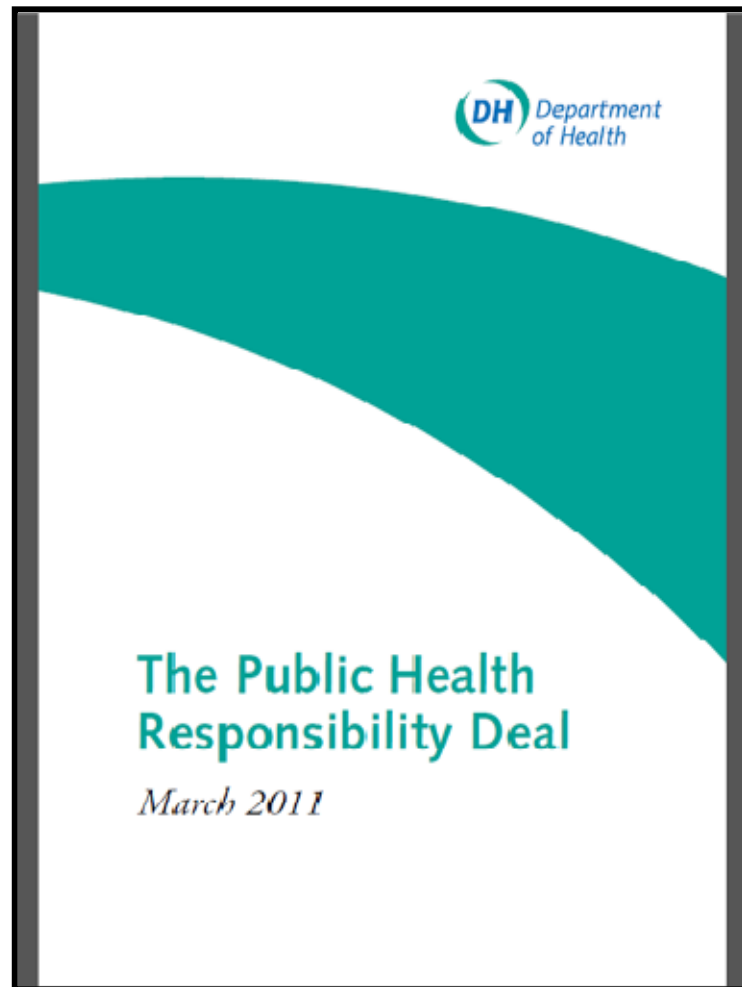


‘Fat Britain: Tackling the Obesity Epidemic’



‘Children’s TV stuffed with junk food adverts’

# PUBLIC HEALTH RESPONSIBILITY DEAL



## 5 Networks

- **Food**
- Alcohol
- Physical Activity
- Health at Work
- Behaviour change

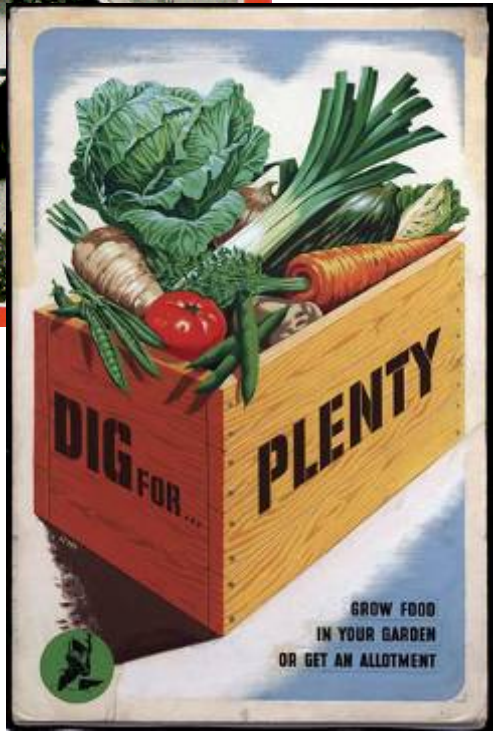
## 3 Collective Pledges

- Calorie labelling
- Salt reduction
- Artificial trans fats

An ambitious programme...

2011 – calorie reduction, increasing intake of fruit and veg

2012 – advertising and marketing, saturated fat reduction



**Thank you.....**