



## **The Brave New World of Digital Food Marketing**

Kathryn Montgomery, PhD  
School of Communication  
American University



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## *Digitalads.org*

Interactive Food & Beverage Marketing:  
Targeting  
Children and Youth  
in the Digital Age



BERKELEY MEDIA STUDIES GROUP

**CDD Center for Digital Democracy**

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## McDonald's New Virtual World



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## Global Interactive Market Research Infrastructure



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## Global Youth Market Research



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Digital media resonate with key developmental needs:



- Identity exploration
- Self-expression
- Relationship with peers
- Autonomy

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***The forms of advertising, marketing, and selling that are emerging as part of the new media depart in significant ways from the more familiar commercial advertising and promotion in children's television.***

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***Key Features of Contemporary Marketing***

- “360 degree,” multi-platform ubiquity
- Behavioral profiling & targeting
- Marketing woven into social interactions
- Consumer-created ads
- Immersive virtual environments
- Integration of content, marketing, & transactions
- Research and measurement built into advertising/content

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**360 Degree, Multi-platform**



- Ubiquitous connectivity
- Pervasive marketing
- Always on - 24/7
- Multiple platforms
- Mobile devices
- Location targeting - GPS
- Fluidity
- Multi-tasking behaviors

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## Mobile Marketing: Location Targeting

**eMAP** embedded mobile advertising platform

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## Skittles Twitter Campaign

twitter

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## McDonald's Multi-platform Campaign - AOL

to drive demand for late night "big burgers" among trend setters and celebrity-watching audiences

- TV celebrity news
- Online postings
- Mobile messaging

**i'm lovin' it**

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## Behavioral Profiling & Targeting



- Ongoing data collection
- Psychographic, behavioral, financial data, etc.
- One-to-one model
- Personalized ads
- Tracking online/offline behaviors across platforms and over time
- Multicultural behavioral profiling

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MySpace - "HyperTargeting"  
*Enables advertisers to have "a level of intimacy that they could never have dreamed of 20 years ago."*

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## Pizza Hut Behavioral Targeting Campaign

- Used "cookie tracking" to spot regular or "lapsed" customers
- Served personalized ads during "peak I-need-a-pizza" times

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## Multicultural Marketing



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## Woven into Social Interactions



- Tapping into online & mobile social networks
- Leveraging the "social graph"
- P2P viral marketing
- Identifying "influencers," "alpha users," & "brand ambassadors"
- Branded communities
- Ads integrated into day-to-day communication

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## Social Media Marketing



In 2009, 15.5 million US Internet users ages 12 to 17, or 75%, will use social networks.

emarketer



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## The "Social Graph"



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## Consumer-Created Ads



- User-generated content
- Appealing to youth
- Inexpensive strategy for promoting brand
- Viral distribution
- Multiple platforms
- Incentives - contests, prizes, media exposure

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[Doritos "Crash the Superbowl" campaign](#)

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## Jack-in-the-Box User-generated campaign

[Superbowl Commercial](#)

[User-generated ad](#)



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## Immersive Virtual Environments



- Games, virtual worlds, "rich media," etc.
- Animation
- Artificial intelligence
- Avatars as virtual self
- Behavioral tracking
- Real-time, personalized, interactive ads

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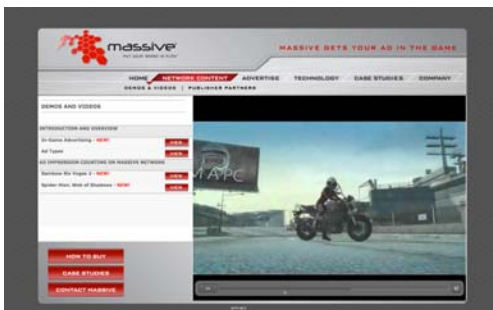
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## In-game advertising



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### Coca Cola Happiness Factory

"...a rich and immersive world for consumers to interact with the brand..."




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*Advertising through Avatars*

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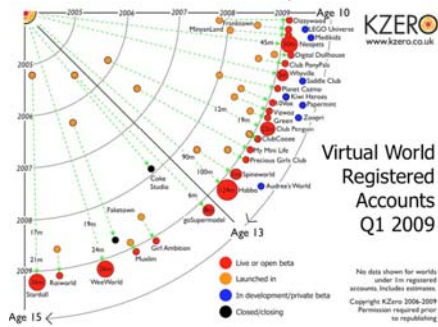
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### 200+ Youth-Oriented Worlds Live or Developing




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## **Integration of Content, Marketing, & Sales**



- Lines between advertising and editorial disappear
- Expansion of branded entertainment
- Ads includes mechanisms for transaction
- Personalized, direct-response, impulsive purchases

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### **M&M Candy Lab**

#### **Sweet Tooth**

Enter the Candy Lab and put your talking face on an M&M, then see the results as a custom-printed batch of real M&M's candies.



#### **I Want Candy**

Working with the 2014 World of M&M's, Unilever created the Candy Lab - a virtual laboratory where users can upload a photo, get their face on an M&M, and create a custom batch of real M&M's candies.

#### **Where Viral Meets Direct Sales**

The magic of virtual integration is how it connects, blending, or connecting leads. However, as the number of M&M's campaigns grows, selling products directly from an online platform becomes a more complex challenge. Success can come from understanding user engagement and connecting with your brand. It's an easy step in purchasing products. People sharing up themselves thinking that can be purchased, or engaging with the video of their avatar character with the offer to purchase. And once users need to purchase, they can be guided to the right product.

#### **Results KPIs**

- 40% of users used the online store to buy M&M's
- 40% of users in the online store used the application in 30 days

#### **Online Techniques**

- All-in-one
- All-in-one
- All-in-one
- All-in-one

"Because the user is already immersed in your experience and interacting with your brand, it's an easy step to purchasing products."

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## **Research and Measurement Built into Advertising/Content**



- New metrics
- "Engagement"
- Increasing use of neuroscience
- Cross-platform tracking & analysis
- "Smart ads" - messages change based on consumer behavior
- Documented user response

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Child Obesity Conference

The Future is Now: Digital Marketing of Food and Beverages to Children and Adolescents

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Advertisers Digital Pledges to CBBB

- Advertiser Pledges focused on 2 things:
  - Restricting advertising on mediums directed to children
    - Mentioned TV, Radio, Print and Internet
    - Some included Games
    - No advertising in mediums where composition is 30-50% of audience is Children <12 not size of audience
  - Using messages that promote healthy lifestyles and dietary options
- What about new digital options like Mobile phones?
- Can we monitor adherence to pledges?

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Insights into Digital Media Usage and Advertising

- How are Children and Adolescents interacting with Digital Media?
- How are Marketers using Digital Media to target Children and Adolescents?
- What's the web chatter?
- How does Media Exposure impact the behavior of Homes with Obese Children & Adolescents?

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### Connecting Ads to Kids & Teens

Top Kids & Teens Sites Q2 2008-Q1 2009	Impressions	Category
MySpace	552,944,000	Quick Serve Restaurants
Cartoon Network	256,882,000	Snacks
AOL.com	112,083,000	Quick Serve Restaurants
Nick.com	111,855,000	Quick Serve Restaurants
Nick.com	76,887,000	Snacks
NeoPets	74,897,000	Snacks
AOL.com	73,131,000	Snacks



**Quick Serve Restaurants and Snacks have the most significant presence on sites that cater to teens.**

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### Mobile Usage and Advertising

Source: Nielsen People Meter, Nielsen Online, Nielsen Mobile

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### Tweens are getting their first phones slightly earlier than in Q2 2008

**Average age kids start using a borrowed mobile phone:**  
Q1 2009: 8.0 years  
Q2 2008: 8.6 years

**Tween Mobile Penetration by Age**  
US Tweens (Q1 2009 n=1,009)

AGE	Penetration
8	20%
9	33%
10	49%
11	61%
12	76%

**Average age kids get their own mobile phone:**  
Q1 2009: 9.7 years  
Q2 2008: 10.1 years

Source: Nielsen Mobile Kids Q1 2009

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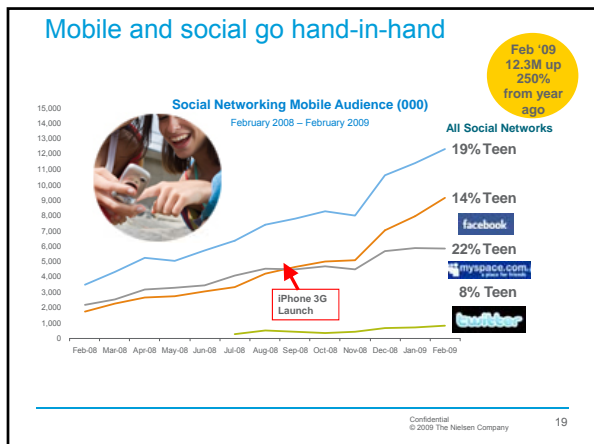
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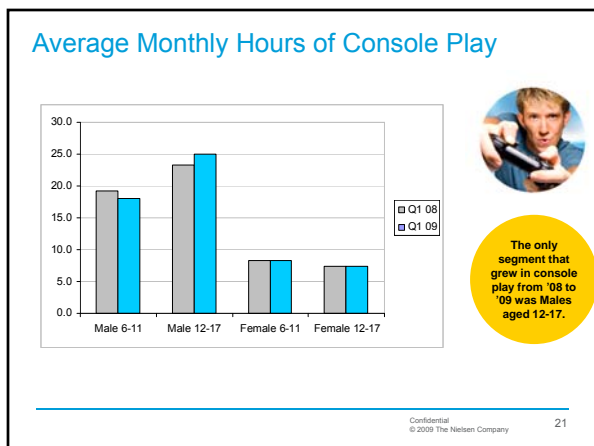
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### Brand Association Map: Childhood Obesity

• Knowledge about healthy foods emerges as an important factor in tackling childhood obesity. Consumers express a need for more access to nutrition information and healthy options.

Parents and nutrition experts call for a ban on commercials that target children with unhealthy foods and drinks.

Individuals discuss how childhood obesity can lead to diseases such as diabetes. Many attribute excess consumption of fast food, soda and sugar as a leading cause of the epidemic.

The BAM Map enables brand stakeholders and business executives to quickly glean insights critical to brand health.

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### Early Adopters and Mommy Bloggers Segments

- **Early Adopters Segment** —
  - Top nutrition blogs (e.g., SlashFood)
  - Nutrition & dieting communities (e.g., DietTalk.com)
  - Fitness communities (e.g., Discuss Fitness Forums)
  - Medical communities (e.g., About.com: Heart Disease)
- **Mommy Bloggers Segment** — commentary from 10,000 mommy blogs provided by three mommy blogger aggregators.
  - Blogger.com
  - Twitemoms
  - Mommybloggers Club
- **Preteens, Tweens, Teens Segment** — commentary derived from over 100 message boards, Usenet groups and blogs that focus on discussion in children under 18.

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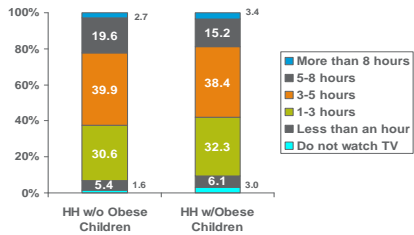
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### Ailment Panel: Obesity Comparison: TV Viewing

In general, households with obese children watch approximately the same number of hours of TV per day as the rest of the Panel.



Source: Homescan: Mindset Tell Us More About You Survey, November 2008

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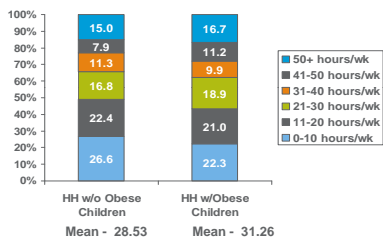
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### Ailment Panel: Obesity Comparison: Video Game Hours of Play

In general, households with obese children play for longer periods of time per week on video games than do the average HH with children.



Source: Homescan: Nielsen Games Omnibus Survey, October 2008

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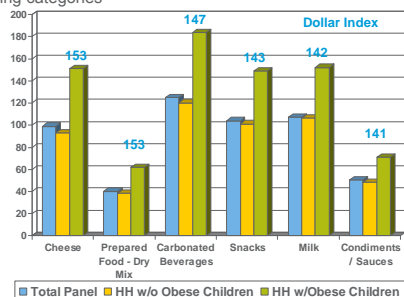
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### Obesity Comparison: Buying Habits v. Categories

Households with obese children index highest in terms of dollars per buyer in the following categories



Source: Homescan Panel Data, 52weeks ending 12/27/08

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### In Summary

- Children's use of all electronic media continues to grow
  - Teens viewing of video on internet up 62% but still small will continue to grow
  - Teens dominate console video game usage and continue to grow
  - Online games and video sites are dominated by Children 2-17
  - Cell phones not just a phone but a lifeline
    - Avg 13-17 yr olds send/receive almost 2,300 text messages per quarter
    - Social networking has seen a 250% increase vs year ago
- Advertising on digital media still relatively small (1-4%)
  - Largest fast food and snack advertisers lead their categories advertising on the internet
  - QSR and Snack advertisers have most significant presence on sites catering to teens

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### Thanks

- For More information, please contact:  
Karen Watson, SVP Managing, Director, Public Sector
  - Via Email: [Karen.Watson@nielsen.com](mailto:Karen.Watson@nielsen.com)
  - Via Phone: 646-654 -8358

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