

FEDERAL TRADE COMMISSION



The Children's Advertising Debate

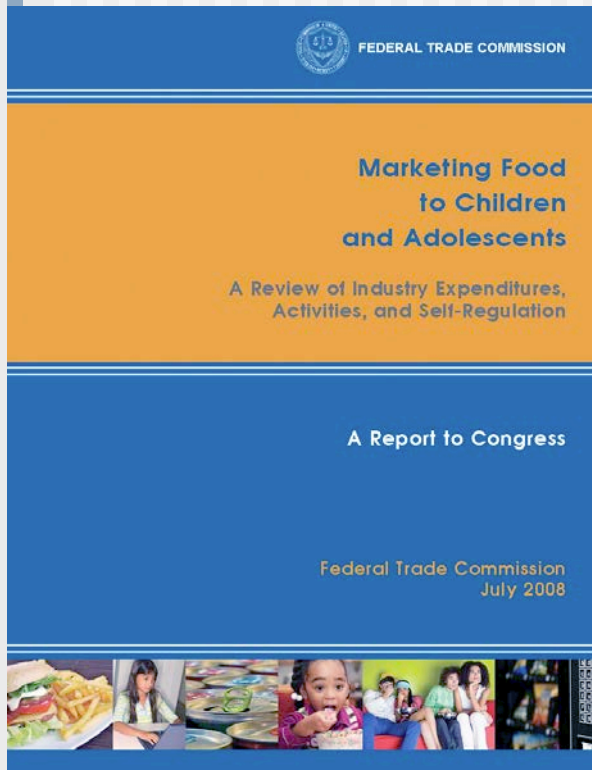
6th Biennial Childhood Obesity Conference
June 29, 2011 San Diego, CA

Michelle Rusk
Advertising Practices*



*Staff presentation does not necessarily represent views of FTC or any Commissioner.

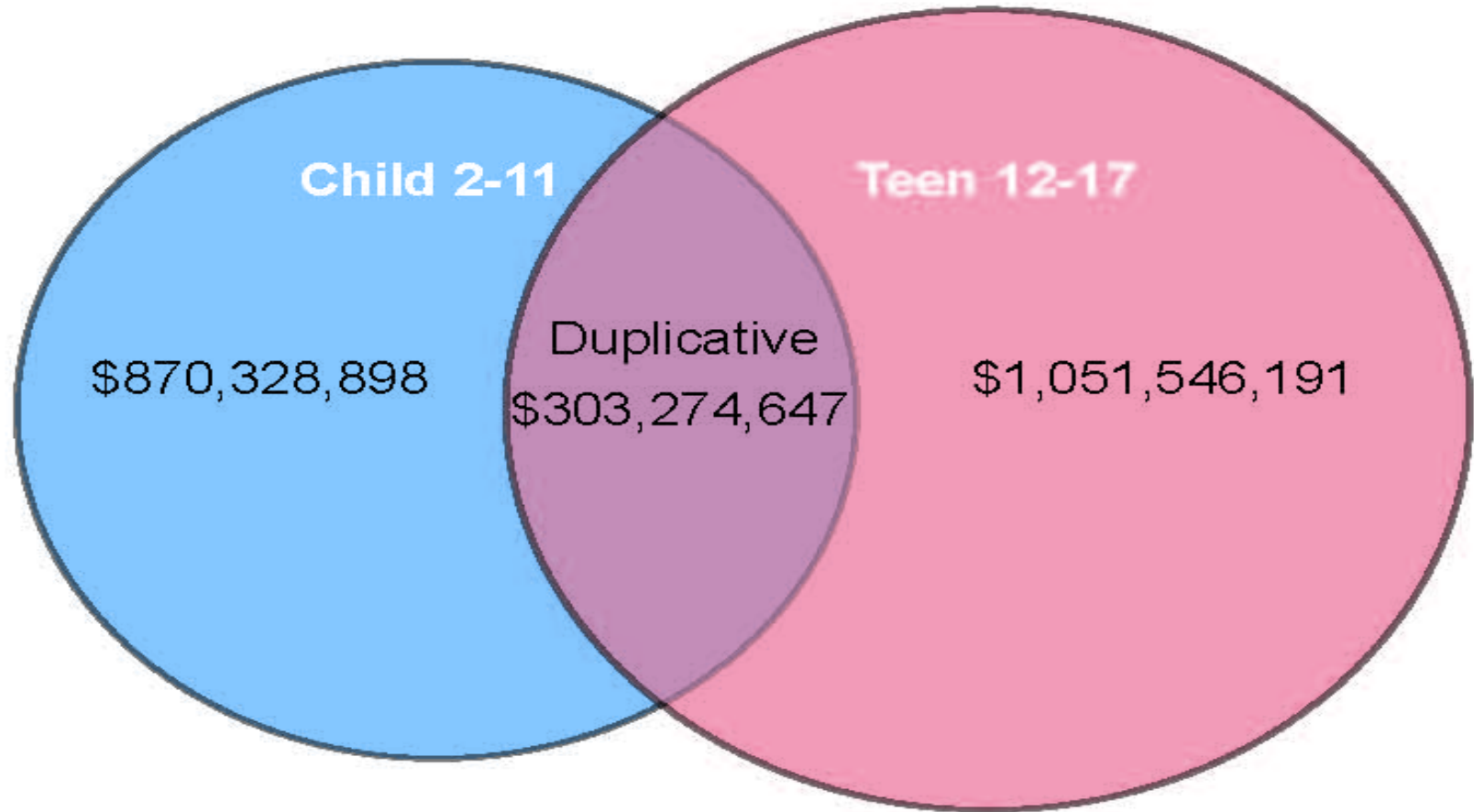
FTC Food Marketing Study



- Comprehensive study of food marketing to children and adolescents (as of 2006)
- Techniques & expenditures
- All media: measured & unmeasured
- 44 of largest food and beverage marketers
- Evaluation of industry self-regulatory progress

FTC Food Marketing Study

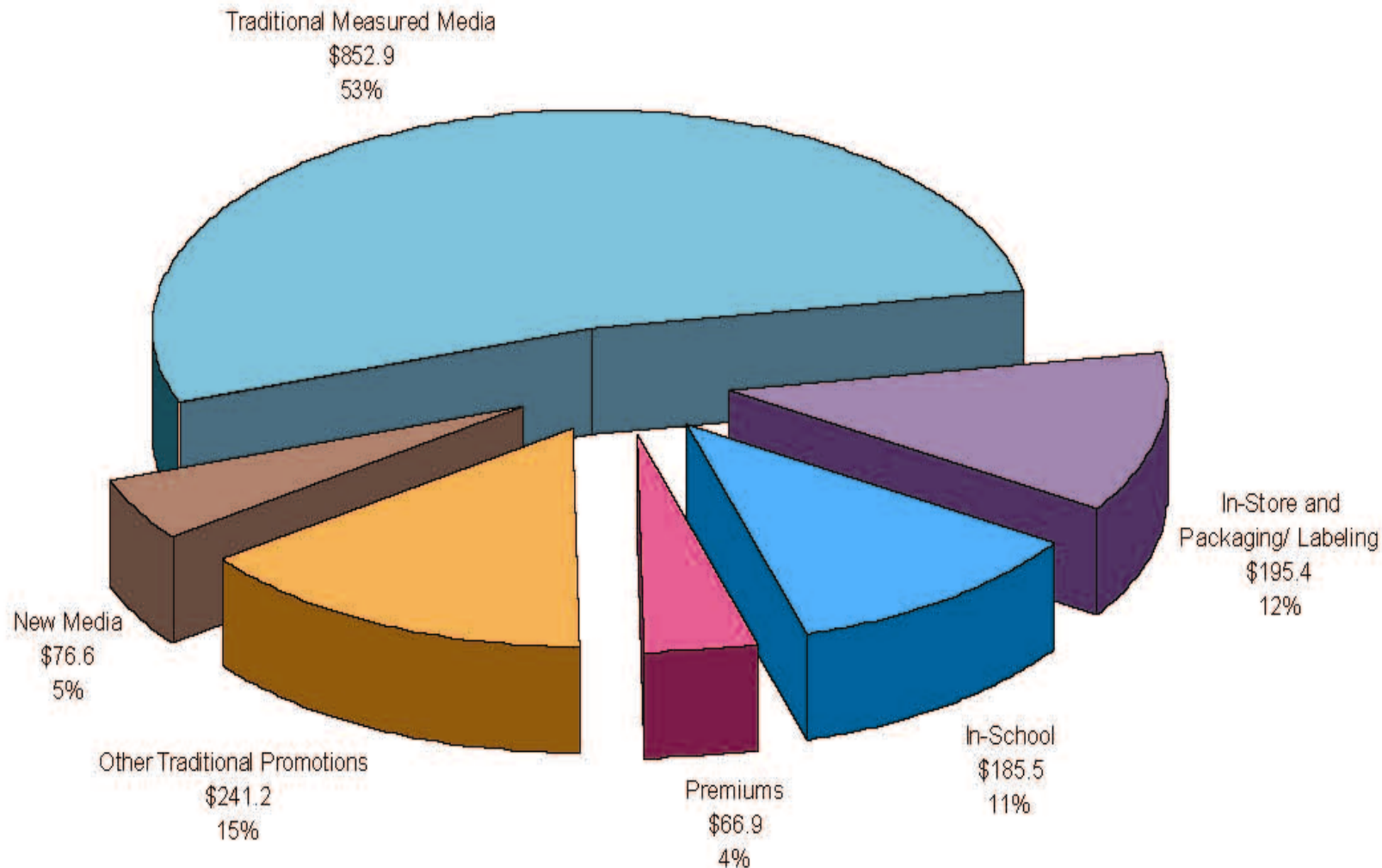
Figure II.1: Reported Child and Teen Marketing Expenditures and Overlap



Total: \$1,618,600,442

FTC Food Marketing Study

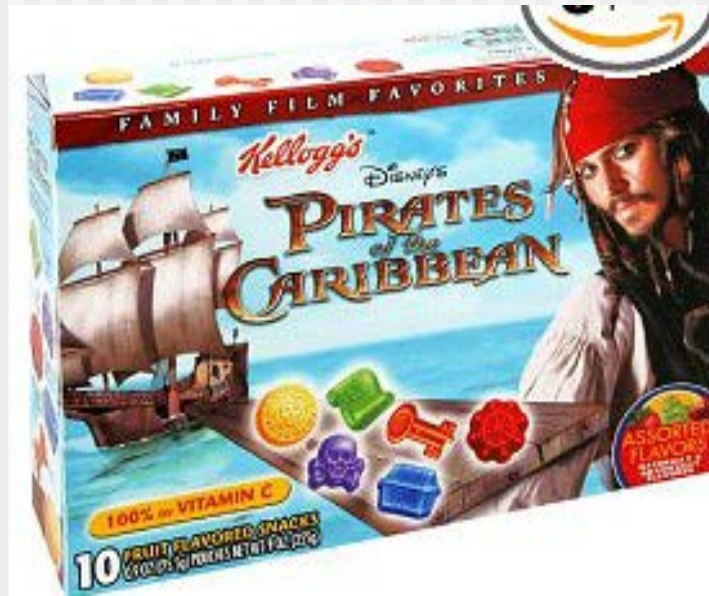
**Figure II.4: Reported Total Youth Marketing Expenditures by Promotional Activity Group
(In Millions of Dollars)**



FTC Food Marketing Study

- **Most marketed to 2-11:**
 - **Breakfast cereal**
 - **Fast food (with toy premiums, more than 2X spending of any other category)**
 - **Snack food**
- **Most marketed to all youth:**
 - **Carbonated beverages**

FTC Food Marketing Study



INCREDIBLE HULK
In Theaters June 13, 2008
Take The BIG KIDS CLUB

Hey Mom and Dad, shop now at kmart.com/hulk

Morph into your inner Hulk and collect all 6 toys. Now at BK.

HEY PARENTS! GET \$5 OFF ALL TOYS AT K MART

Kmart Kids.com



FTC Food Marketing Study

- **Food Industry Key Recommendations:**
 - All cos. should apply meaningful nutrition-based standards for marketing foods to children under 12
 - Strengthen and standardize
 - Stop in-school promotions of foods and beverages that don't meet standards
 - Extend beyond TV, radio, print, Internet, to cover all forms of marketing

FTC Food Marketing Study

■ Media Industry Key Recommendations:

- Limit character licensing and cross-promotions to foods meeting nutrition standards
- Limit ad placement in children's programs to foods meeting standards
- Provide health & nutrition messages
- Test efficacy of messages

Food Marketing Study II

- New study will look at 2009 marketing by 48 companies (40 from last study)
- See whether changes have been made since 2006
- Compare nutritional profile of foods marketed to youth in 2006 vs. 2009
- Compare third-party data regarding consumption patterns 2006 vs. 2009
- Evaluate responses to recommendations
- 4th Quarter 2011 Release

IWG Proposal

Food Marketed to Children

**Interagency Working Group Proposal
To Guide Industry Self-Regulatory Efforts**



IWG Proposal

- **Bipartisan directive from Congress (2009 Appropriations Act)**
- **Primary purpose to improve the nutritional profile of foods marketed to children 2-17 to promote health/reduce obesity**
- **Members: FTC, FDA, CDC, USDA (agencies with expertise in children's health, nutrition, marketing)**

IWG Proposal

- Preliminary Proposal issued for comment on April 28, 2011
- Sets out nutrition principles and defines scope of marketing to children 2-17
- Proposal sets goals for voluntary industry action
- Nutrition criteria are stricter, marketing activities broader, age range wider than existing pledges
- Allow for five-year phase-in (by 2016)
- Not regulatory

IWG Proposal

By the year 2016, all foods within the categories most heavily marketed to children and adolescents ages 2-17 should meet two basic nutrition principles: a) they should provide a meaningful contribution to a healthful diet; and b) they should contain only limited amounts of nutrients that have a negative impact on health and weight.

Draft Nutrition Principles

- **Principle A: Meaningful Contribution to a Healthful Diet**
- Foods marketed to children should include least one of the following food groups: fruit, vegetable, whole grain, fat-free or low-fat milk products, fish, extra lean meat or poultry, eggs, nuts and seeds, beans.
- 2 options for “meaningful contribution”
- Main dishes 2 food groups; meals 3

Draft Nutrition Principles

■ Principle B: Nutrients to Limit

Foods marketed to children should contain limited amounts of nutrients that could have a negative impact on health or weight (exception for nutrients naturally occurring in food contributions under Principle A).

Draft Nutrition Principles

- **Principle B: Nutrients to Limit**
 - **Saturated Fat:** 1 g or less per RACC and 15% or less of calories
 - **Trans Fat:** 0 g per RACC
 - **Added Sugars:** No more than 13 g per RACC
 - **Sodium:** No more than 210 mg per serving

Draft Nutrition Principles

- **Principle B: Nutrients to Limit**
 - Additional recommendations for main dishes and meals and for foods with small serving size (30g or less)
 - Sodium target is interim goal for 2016. Additional sodium reductions by 2021.

Draft Marketing Definitions

- Based on 2008 FTC Report “Marketing Food to Children and Adolescents”
- Children (2-11) and teens (12-17)
- 20 categories of marketing techniques including traditional measured media, packaging, product placement, Internet, digital, word-of-mouth, promotional events, schools
- Criteria for “targeted” to children/teens include mix of objective measures, company intent, and subjective indicators

Next Steps

- Held Forum on May 24, 2011
(transcript and slides online)
- Written Comments Due July 14, 2011
[https://ftcpublic.commentworks
.com/ftc/foodmarketedtochildre
niwg](https://ftcpublic.commentworks.com/ftc/foodmarketedtochildre
niwg)
- Final Recommendations and
Report to Congress