

the use of new media to market food and health to children in the uk and ireland

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“Marketing works.”¹

- foods high in fat, salt and sugar were the most heavily marketed²
- possible link between food marketing and the over-consumption of food in children³⁻⁶
- obese children are likely to become obese adults⁷
- children develop brand affinity even from an early age⁸
- attempts to regulate food marketing to children have been patchy at most⁹

The number of children going online increased by 18% (as compared to 10% for the total active universe)

Nielsen Online

Children aged 2-11 make up 9.5% of the active online universe

Nielsen Online

About a quarter of 8-12 year olds have a Facebook account

Ofcom UK

Facebook has more than 500 million active users

new media

Children are starting to use the Internet at increasingly younger ages

Webwise.ie

In 2009, online advertising spending in the UK overtook television expenditure for the first time ever

Internet Advertising Bureau UK

59% of British children aged 4-18 access the Internet at least once every day

Webswappers Ltd.

content analysis

- leading food brands and fast-food outlets
- seventy-eight websites
- questionnaire
- nutritional content

Engagement
factors

Legal &
nutritional
information

Rewards
and
incentives

content analysis

General
child
appeal

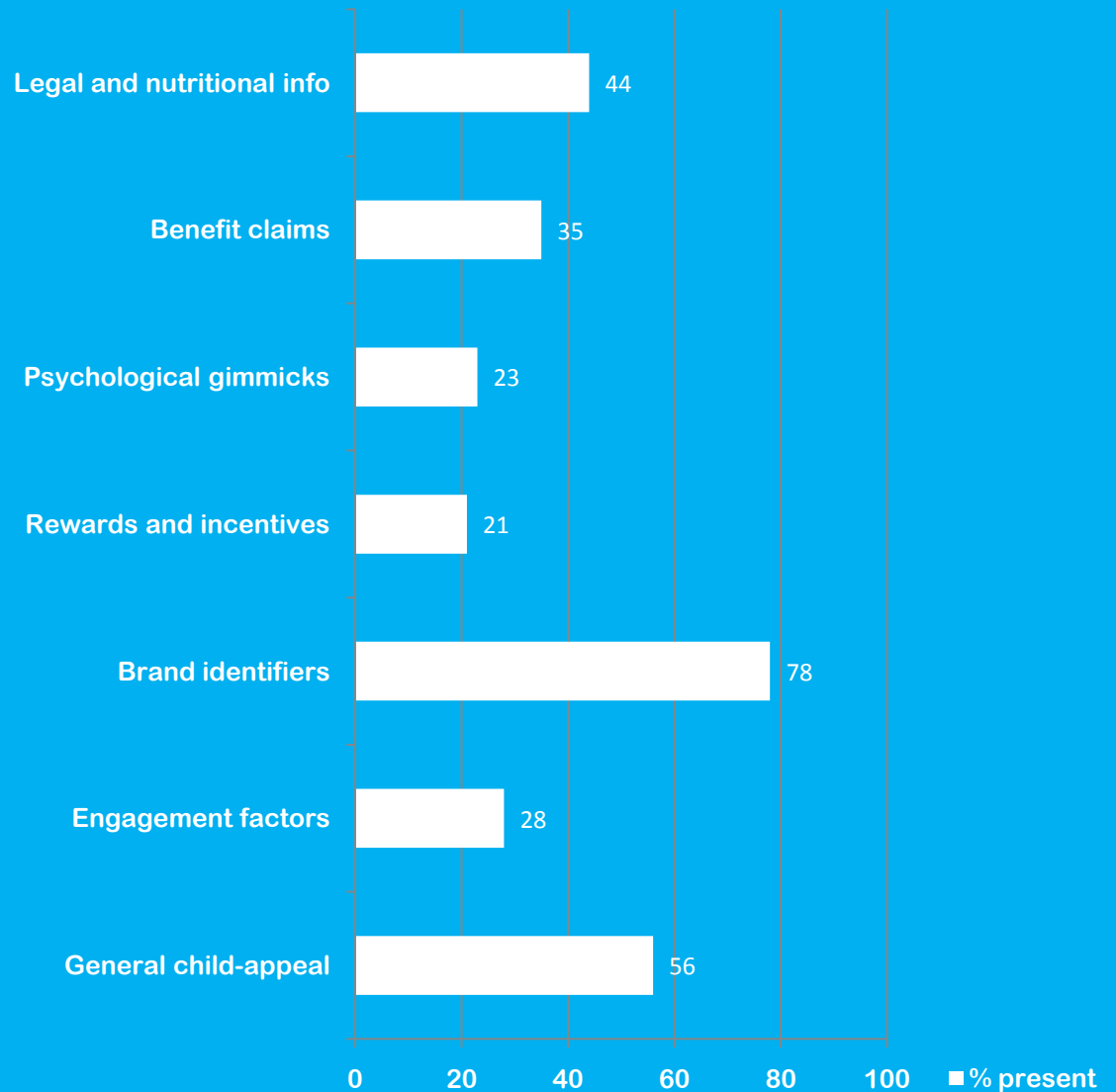
Psychological
gimmicks

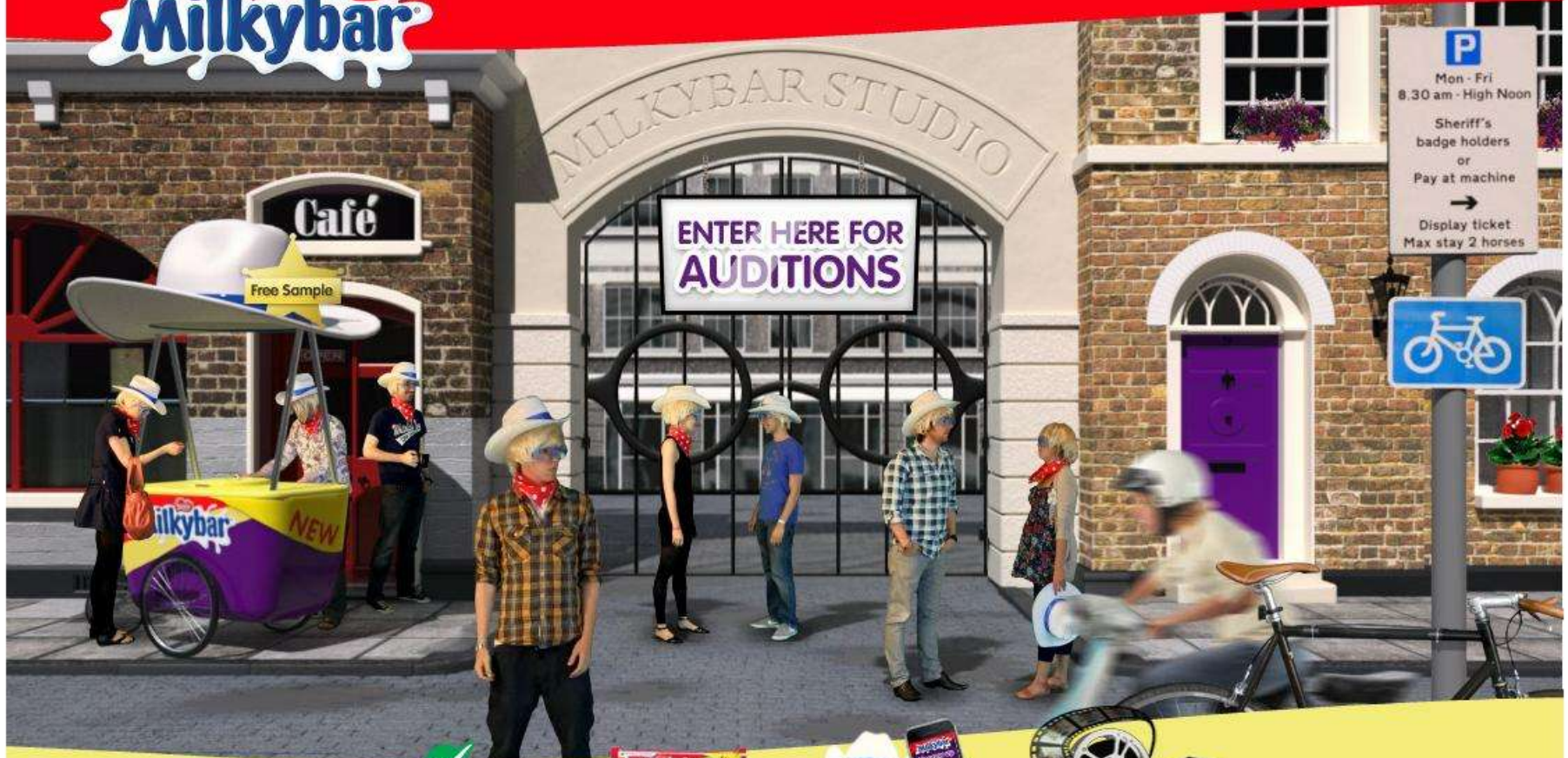
Brand
identifiers

Benefit
claims

overview

	CATEGORY	PRESENT	
		n	%
	General child-appeal		
1	Colour	77	99
2	Graphics	78	100
3	Animations	71	91
4	Themes	20	26
5	Movie/TV show tie-ins	13	17
6	Characters/Celebrities	6	8
	Engagement factors		
7	Games	25	32
8	Interactive applications	29	37
9	Mini worlds	1	1
10	Kids' zone	20	26
11	Buzz marketing	37	47
	Brand identifiers		
12	Name of brand	77	99
13	Product placement	73	94
14	Brand icons	76	97
15	Banner and video ads	54	69
16	Branded downloads	23	29
	Rewards and incentives		
17	Contests or sweepstakes	38	49
18	Promotions and giveaways	22	28
	Collectible		
19	toys/merchandise	1	1
20	Points collection scheme	2	3
	Psychological gimmicks		
21	Feel-good images	13	17
22	Tantalisers	43	55
23	Child actors	12	15
24	Pester messages	2	3
	Benefit claims		
25	Health or quality claims	51	65
26	Nutrition claims	30	38
27	Well-being claims	1	1
	Legal and nutritional info		
28	Age restriction	11	14
29	Parents	7	9
30	Privacy	66	85
31	Cookies	65	83
32	Nutritional information	51	65
33	Links	4	5





All Natural
Ingredients >



New MILKYBAR®
Raisin & Biscuit! >



Free MILKYBAR®
Phone App >



View others
in the Gallery >



KIDS AND GROWN-UPS LOVE IT SO, THE HAPPY WORLD OF HARIBO



INFO PLANET



Trade, consumer and general information about Haribo

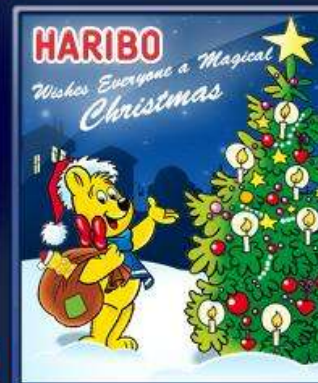
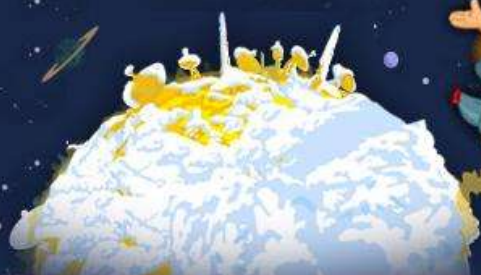


PRODUCTS



Haribo's range and latest launches

PROMOTIONS



THE HAPPY WORLD OF HARIBO +++ [Click here and check out our new products](#) +++



nutella®

HOME

NEW
RECIPES

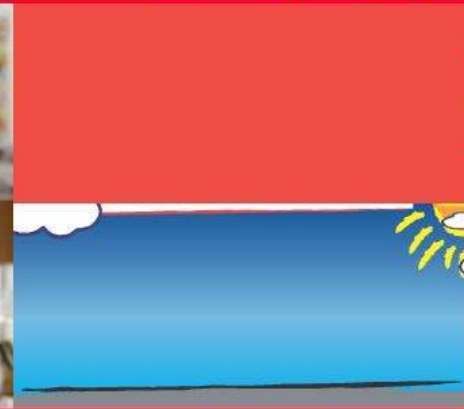
NUTELLART
FUN

NUTRITION
INFO

NUTELLA
FAMILY

ORIGINS OF
NUTELLA

BREAKFAST
FAQ



WAKE UP TO NUTELLA

Welcome to the WAKE UP TO NUTELLA website. Here you'll find everything there is to know about nutella - plus get lots of tips and advice on encouraging your kids to eat a balanced, tasty breakfast to help give them an ideal start to the day.

Every 15g of nutella provides your child with the slow release energy of two whole hazelnuts, skimmed milk and cocoa.

Which is just what they'll need if they're to get ultra-creative and enter our fun [nutellart competition](#). When they send us a picture of their 'ideal start to the day with nutella', they could win one of 27 fantastic Hamley's artist's cases - or even an amazingly arty family weekend break!

Why not help them practice their arty skills now by downloading our fun [activity sheets](#)? And be sure to take a look at our latest spread [recipes](#) for tasty breakfast ideas too. They'll give your child the ideal start to an incredibly arty day.

WAKE UP & WIN WITH NUTELLART

We have 3 amazingly arty family weekend breaks to be won - plus 27 fantastic Hamley's artist's cases. Keep an eye on our fun fridge galleries to see the entries and winners!

[Click here for details.](#)



SIGN UP HERE

for tasty breakfast ideas and more information on nutella.

first name



JACOBS+KIDS.COM

HOME PLAY DATES FUN BIRTHDAYS COMPETITIONS PROMOTIONS PRODUCTS CONTACT US



PROMOTIONS



NAVIGATION

- HOME
- PLAY DATES
- FUN
- BIRTHDAYS
- COMPETITIONS
- PROMOTIONS

GROWN-UP STUFF

- TERMS & CONDITIONS
- PRIVACY POLICY
- SITE MAP

JOKE!

WHAT'S THE CHILLIEST GROUND IN THE PREMIERSHIP?





Welcome!

Skittle Skuffle is an animated webgame that lets you create avatars and challenge them against friends, family, work colleagues, people in your social network, people you've never met and even people you've met but no longer keep in touch with, but are still kind of stuck with on Facebook.

You can use your social networks such as facebook and twitter to gather fans who will add points to Skittler and help you to win

Heck yes. Sign me up!

Player Login

Email

Password

Login

[Forgotten your password?](#)

Cadbury
DAIRY MILK



buttons furrytales



WELCOME TO
BUTTONS FURRYTALES!

A grown up (that's someone over 18) has to be in charge at all times when this site is used, so please enter your date of birth below.

Day ▼

Month ▼

Year ▼

ENTER



nutritional content

- 51% of foods advertised exceed the recommended nutrient intake range* for saturated fat per total energy (10%)
- 49% exceed the recommended value for energy derived from sugar (10%)
- average fat content per total energy percentage of advertised packaged foods: 36%
- average sugar content per total energy percentage of advertised packaged foods: 40%
- average salt content per 100g: 0.8g
(10% of the total daily recommended intake for salt (6g))

* World Health Organization. Diet, nutrition and the prevention of chronic diseases.

Online social media



Tell a friend

OF COURSE WE'VE GOT THE MOST COLOURFUL PAGE ON FACEBOOK. GO AND TAKE A PEEK. GET IN TOUCH WITH FRIENDS, AND GET VIDEOS, MUSIC, INFORMATION AND ALL THE LATEST NEWS.



**Visit the M&M'S
group**



HOME

NEED A BREAK?

OUR RANGE

PROMOTIONS

OUR STORY

f Like 171

HELLO THERE

REGISTER

LOGIN

Become a Facebook Fan

Come join us on Facebook for regular updates, discussions and news on offers and promotions.

BECOME A FAN >



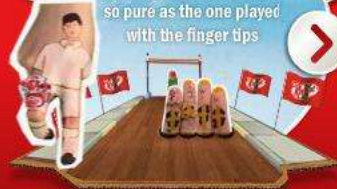
The Cocoa Plan

See how our cocoa farmers are getting a fair deal.



Free Flick Football

Never before has there existed a form of football so pure as the one played with the finger tips



KIT KAT Heritage

Stroll through the archives of some of our most memorable moments.



[Sign Up](#)

Cadbury Crunchie is on Facebook

Sign up for Facebook to connect with Cadbury Crunchie.

Cadbury Crunchie [Like](#)[Wall](#)[Info](#)[Photos](#)[Game: Frida...](#)[Friday Feeling](#)[Petition](#)

Play our new game. Click on the Friday Town tab to play!

Information

Founded:
1929

66,652 People Like This



Jaysin
Long
Senchisen



Brian C.
Shaughnessy



Triona
Dargan



Trina
Roberts



Fiona
Windsor



Caroline
O'Rourke

Friday Town

CLICK TO PLAY

FRIDAY TOWN IS THE NEW GAME FROM CADBURY CRUNCHIE ON FACEBOOK. COME AND GIVE THE RESIDENTS THAT FRIDAY FEELING!

Creme Egg Twisted

AGENT OPERATION
God on the Loose
IS ACTIVE

To all Beho users - We have intercepted several communications alerting us that Twisted Bars are on the loose and planning to cover the country in Goo.

BECOME AN AGENT >

CADBURY INTELLIGENCE AGENCY

Friends 16 of 18,150 friends | Random Friend

Maddie Babes-On	How Many	Beach For Brains	Gangsta
Simone Byrne	Tom	Jan Riddle	Jack
The Cabane Boy	Tibault	Joe Oke	Chloe Smith
Evelyn	Leaflex	Dames	Richard Tarry

Recently Played Games

Play some games on Babal!

- Try out our most captivating games:
- Mediash Games
- Paradise
- Texas Holdem Poker

Video Box

All Video | [Subscribe](#) | [Favorites](#)

[Twisted - God on the Loose](#)

Winning the war

An Director of the CIA I would like to thank all our Agents for some fine detective work. Although many Creme Egg Twisted Bars are still on the loose, we believe their current going campaign has finished... for now anyway.

At this point I would like to personally congratulate Agent Sody Hill for some excellent work in presenting the Creme Egg Twisted Bars from covering this great nation in goo. She will now be sent to Morocco to bring back a major Creme Egg Twisted player.

Also, it is my great pleasure to reveal our Number 1 Super Agent. Dean Stokes has been at the forefront of many key investigations into tracking down numerous Creme Egg Twisted Bars - a real asset to the agency. Dean has been promoted and has received a COA bonus - Well done, Agent.

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[Twisted - God on the Loose](#) | [In-Box Show Off](#) | [Cadbury Creme Egg Interactive "Tap" the](#)

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From: MRTGetSomeNuts | April 07, 2010 | 20,196 views

Mr. T turns the men of Britain from chumps into champs in the Snickers Gym.

For more visit <http://www.getsomenuits.tv>

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Channel Comments (28)

- [IMZEECATMAN](#) (3 weeks ago) pity*
- [IMZEECATMAN](#) (3 weeks ago) no fool can beat mr t. please, pity them

references

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