

## TASK 1: Read, Highlight, Summarise

### Fast Food Advertising to Youth

**Source:** [Fast Food Advertising to Youth: 6 Examples & Campaign Results](#).

MAY 26 2023 - Fast food advertising to youth is an intricate and controversial topic that has been the subject of much debate since the 2000s. The Children's Online Privacy Protection Act (COPPA) imposes strict guidelines on the collection and use of personal information pertaining to children under 13, making food advertising practices more scrutinized. Despite these regulations, fast food companies continue to engage youth in innovative or sometimes unethical ways to market their products. In this article, we will explore the significance of developing fast-food advertising campaigns in compliance with COPPA laws, and provide modern fast-food advertising to youth examples of successful campaigns that effectively reach young audiences. We will also discuss the impact of these campaigns on young audiences shopping habits and review some research.



## The Current State of Advertising to Kids

Advertising to kids is a multi-billion-dollar industry. In 2019 alone, fast-food restaurants spent \$5 billion on advertising, up nearly \$9 billion (9%) from 2012. Amidst the ever-expanding market, advertising's influence on children's conduct and viewpoints cannot be underestimated. Advertising is shown to shape children's food preferences, attitudes toward food, and overall dietary habits. The responsibility of influencing children's actions and attitudes falls on the shoulders of advertisers, and they must act responsibly.

**Summary:**

## Strategies for Responsible Advertising to Kids

It is estimated that a typical Australian 5 to 8-year-old sees 827 advertisements for junk food on TV every year, but that's not where the problem is. According to the [Obesity Evidence Hub](#), the problem starts when children aged 10 to 14 buy

products from sponsors of their local sports clubs because they think they are cool.

Marketing to children is a delicate balancing act. On the one hand, advertisers want to promote their products to this valuable demographic, while on the other, they need to be mindful of the ethical considerations and rules associated with targeting minors. Here are some strategies for responsible advertising to kids:

## **Focus on Education And Entertainment**

One of the best ways to connect with children is to make your advertising fun, educational, and interactive. Engage children with fun activities, quizzes, or challenges that teach healthy eating habits or the necessity of exercise. This not only helps to build brand awareness but also promotes positive health and well-being messages for kids.

## **Use Age-Appropriate Language And Visuals**

Be sure to adapt your messaging and visuals to your target audience's age. Colorful cartoon characters and simple language may appeal to young children, while sophisticated humor and visuals may appeal to older kids and teenagers. Be sure to avoid inappropriate language or visuals.

## **Avoid deceptive or manipulative tactics**

Children are especially vulnerable to deceptive or misleading advertising techniques, such as using false statements or emotional appeals. Avoid any advertising practices that could be seen as exploiting children's trust or vulnerability, and always offer clear and accurate information about your products or services.

## **Use media channels appropriately**

While it's tempting to use every media channel available to reach potential customers, it's critical to use them appropriately. For example, while television is still a popular medium for reaching children, it's vital to be mindful of the timing and content of your ads.

Did you know that [63%](#) of American fast-food restaurants rely on social media for promotional purposes? Social media platforms may be better suited for communicating with older children and teenagers, but again, it's essential that your messaging and graphics are marketed appropriately and do not mislead.

**Summary:**

# The Impact of Fast Food Advertising on Children

Fast food advertising can have a profound effect on children's nutritional choices and overall health. Studies have shown that exposure to food advertising can make children more likely to opt for unhealthy food options and contribute to childhood obesity.

Obesity Evidence Hub reports that marketing unhealthy foods and drinks to children may contribute to excessive weight gain by influencing their dietary habits and exploiting their vulnerable development.

[Research](#) has demonstrated the harmful effects of different types of junk food marketing on children, such as television advertising, online content, sponsorship of sports events, package design, and collectibles.

**Summary:**

## The Children's Online Privacy Protection Act (COPPA)

The Children's Online Privacy Protection Act (COPPA) is a federal law in the United States that regulates the online collection of personal information from children under the age of 13. The law was passed in 1998 and has since been updated to reflect changes in technology and online behavior.

Under COPPA, companies that collect personal information from children under the age of 13 must obtain parental consent before doing so. This includes information such as the child's name, address, email address, phone number, and other identifiers.

The law also requires companies to clearly disclose their information collection practices in a privacy policy that is easily accessible to parents.

This means that if a fast food company wants to collect personal information from children, such as through a sweepstakes or contest, they must obtain consent from the child's parent or legal guardian first.

The act also implies that fast food companies must provide parents with clear and easy-to-understand information about how their child's personal information will be collected, used, and shared.

Finally, COPPA also impacts the types of advertising that can be targeted at children under the age of 13.

The law prohibits companies from using certain types of targeted advertising, such as behavioral advertising, without obtaining parental consent. This means that fast food companies may be limited in the types of advertising they can use to reach young audiences.

## Summary:

# The Future of Advertising Fast Food to Kids and Teenagers: Trends and Predictions

The fast food industry is projected to reach \$931 billion in 2023, with the Asia-Pacific region leading the growth. As technology continues to evolve, the way fast food companies advertise to young audiences is likely to change in significant ways.

One trend marketers are already leveraging is the growth of mobile advertising. With more and more young people accessing the internet through mobile devices, fast food companies are likely to increasingly shift their advertising dollars to digital channels.

Among the emerging technologies that could impact the future of fast food advertising is augmented reality (AR) and virtual reality (VR). These technologies make it possible for companies to design interactive and dynamic advertising experiences tailored to the needs of young people.

Artificial intelligence (AI) and machine learning (ML) are also likely to play a role in the future of fast food advertising. These technologies can help companies analyze vast amounts of data to better understand their target audience and tailor their advertising campaigns accordingly.

Of course, the future of fast food advertising will also be shaped by the evolution of consumer beliefs regarding health and fitness. As more teenagers become concerned about fast food's health impacts, companies will need to find new ways to market their products in a way that is appealing but also promotes healthy choices.

This could include emphasizing the use of fresh and natural ingredients in vegan menus, highlighting nutritional information in ads, and offering healthier menu options.

## Summary:

# Understanding Youth

In today's digital age, reaching young audiences has become more complex and challenging than ever before. With the rise of social media, mobile devices, and streaming platforms, it's essential for brands to have a deep understanding of youth culture and a nuanced approach to advertising.

## Conclusion

Fast food advertising to youth is a complex issue that requires responsible action from fast food companies. While fast food advertising can increase sales and brand awareness, it can also have a negative impact on children's health and overall well-being.

Fast food restaurants must act responsibly and create advertising campaigns that highlight healthy food options and encourage children to make more nutritious food selections. The examples of responsible advertising campaigns discussed in this article serve as a reminder that advertising can have a positive impact on children's habits and beliefs, and that fast-food companies can play a role in promoting healthier lifestyles.

With the proliferation of digital devices, it's more important than ever to create campaigns that can reach youth wherever they are. We have the technology and expertise to create campaigns delivered across multiple screens, including mobile, desktop, and connected TV.

## Examples of Fast food Advertising campaigns targeted to Teens.

There are numerous fast food advertising to youth examples that are worth analyzing and studying. Ideally children and teens should be given the opportunity to make healthier choices through these campaigns, which should also promote healthier food options. But do they?

### **TASK 2:**

Choose 2 fast food advertising campaigns in Aotearoa that are targeted to teens. For each campaign, complete the following;

1. Identify the campaign and its catch phrase
2. Include an image or video from it
3. Identify 5 features that you think make it targeted to teens
4. Does the campaign emphasize healthier choices?

5. What factors/influences (P, I, S) do you think would influence a teenagers choice to purchase the food advertised? Explain at least one of these factors.