

Research Rundown

Article:

Food Marketing Influences Children's Attitudes, Preferences and Consumption: A Systematic Critical Review

What did this study examine?

This article provides a comprehensive account of the impact of certain food marketing techniques on children and critically evaluates the methods used. Persuasive techniques were reviewed to test how they affected children's food attitudes, preferences, and consumption. The studied techniques included:



Television/Movies



Packaging



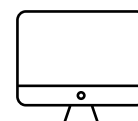
Digital Games



Endorsers/Celebrities



Print Advertising



Internet

Key findings:

- 1 Exposure to television and movie marketing of unhealthy foods included **consuming more** advertised food, and **increased positive attitudes** toward, and **more frequent choices** of the advertised food.
- 2 Children are **more likely to prefer the taste** of, and **choose** the item that has packaging with promotional characters (compared with a matched food without the characters).
- 3 The marketing of unhealthy foods through video games **significantly increased children's consumption** of unhealthy food.

In conclusion, this review found a strong body of evidence that exposure to food marketing can impact children's attitudes, preferences, and consumption of foods, particularly unhealthy foods, which may have detrimental consequences to health.

Put it into practice!

- Host "celebrity" or "theme" days during your meal hours by seeking out individuals that your students look up to (school mascots, local figures, sports teams, etc.), and decorate your cafeteria according to the theme of your breakfast or lunch menu!
- Use your school's digital marketing team to promote your menu items. Encourage the use of techniques such as: video and audio announcements, social media, assemblies, etc.
- Play up your packaging! Use familiar characters or topics and get creative with how you display these as you choose what to serve your meals in during meal times!

Reference:

Smith R, Kelly B, Yeatman H, Boyland E. Food Marketing Influences Children's Attitudes, Preferences and Consumption: A Systematic Critical Review. *Nutrients*. 2019 Apr 18;11(4):875. doi: 10.3390/nu11040875. PMID: 31003489; PMCID: PMC6520952.



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