
Advertising and Obesity in the United States

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Intro

- Advertising Age
 - Food coverage
 - Just to stipulate...
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Agenda

- A little about food
 - Where ads have come from
 - How and why the industry's advertising has responded
 - The different case for adults
 - How kids are targeted today
 - What's "health & wellness"
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Food industry

- Fast food industry
 - \$188 billion, limited service (Technomic)
 - \$3 billion, quick service (TNS)
 - Packaged food industry
 - Food, beverage and packaged goods industry is \$2.1 trillion (Grocery Manufacturer's Assoc.)
 - \$1.7 b, in “prepared foods” adv (TNS)
 - Better-for-you marketing still small
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History

- Many years of unregulated behavior
 - Sugary and fatty foods were among the most pointed in their advertising, particularly to children
 - Examples from a few decades ago show some progress
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Kellogg



McDonald's

Not my McDonald's hamburger



MIAMI
443 Madison St. (In. 10)
EAST CLARE
1912 S. Hastings Ave.
RICHMOND 214 C
289 S. Millers Rd.

GREEN BAY
1287 Sherman
JANESVILLE
1412 Miller
KENOSHA
808 Sherman St.

LA CROSSE
2727 S. Lower St.
MADISON (Two)
1224 S. Park
1217 University St.

(LOCALLY OWNED AND MANAGED)
*There's a McDonald's
Located Near You*

WANTONIC
2018 Calver Ave.
MILWAUKEE (Two)
721 Wisconsin Ave.
Park Ave. (Off Sherman)

OSWEGO
1401 N. Jackson
RACINE
2122 Jackson
SCHWAB (WALDEN)
712 Grand Ave.

SHERIDAN
1224 North Ave.
WAUKESHA
717 Sherman Ave.

Better Business Bureau

- Kids Advertising Initiative 2007
 - Kraft, Kellogg, McDonald's, Burger King and others sign on
 - Different standards
 - The end of the happy meal
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Fast Food Focus

- Fast food companies have arguably been under higher scrutiny, as a result of the movie "super size me" and "fast food nation."
 - McDonald's as the biggest player in the industry, has had to adopt some of the toughest standards. Last fall, the chain, got flack for sponsoring report card jackets for a Florida school district. The sponsorship offer was unsolicited, but one parent's complaint turned the report cards into a national story.
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But adults are still fair game

- Burger King: Meatnormous
 - Wendy's: Meatatarian
 - And so on
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Kellogg : Earn Your Stripes

- The Phelps Factor
- Frosted Flakes v. Wheaties
- The “Activity point” concept



What's health & wellness?

- Ask the experts - they don't know, either
- Labeling remains unregulated
- Market is increasingly saturated
 - Smart spots, smart choice, healthy choice

