

# Food marketing in New Zealand: INFORMAS monitoring results

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National  
**Science**  
Challenges

HEALTHIER  
LIVES

He Oranga  
Māori

bode<sup>3</sup>

**DIET**   
Dietary Interventions:  
Evidence & Translation



INFORMAS  
  
Benchmarking food environments



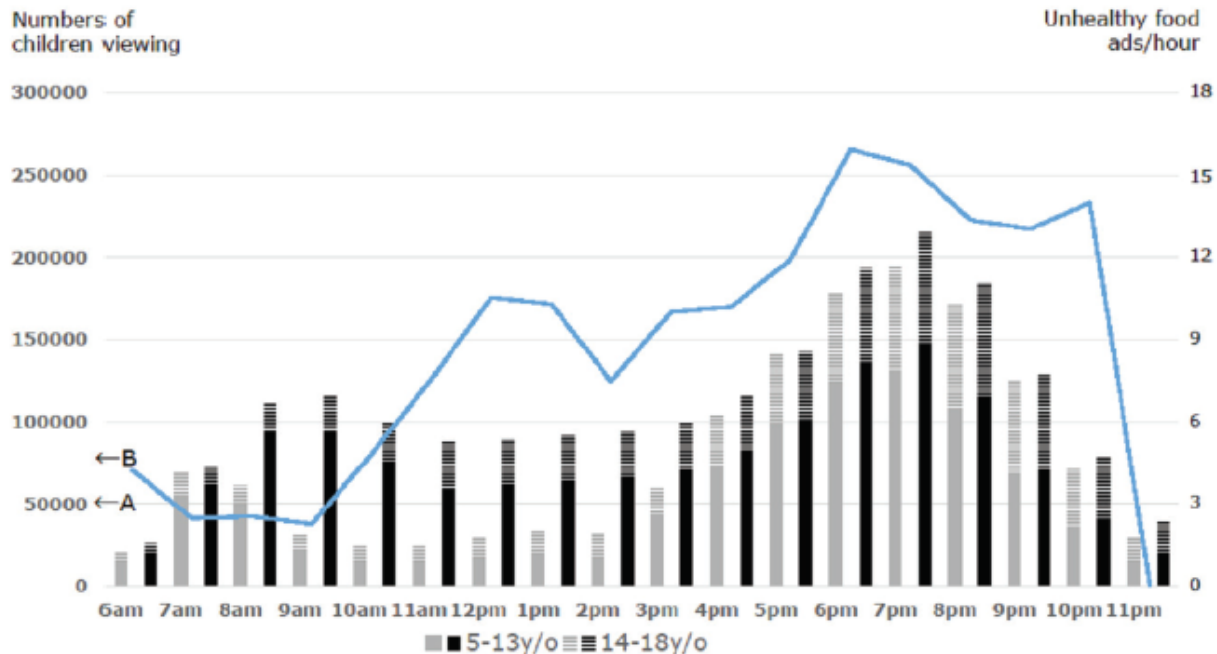
# Promotion sub-studies

1. Television
2. Magazines
3. Company websites
4. Company Facebooks, YouTube
5. Social media (fb)
6. Sports club sponsorship
7. Food packages
8. In School Food Zones



# Television advertising of unhealthy foods

**Figure 1:** Numbers of children aged 5–13 years (solid bars) and 14–18 years (striped bars) in weekdays (grey bars) and weekend days (black bars) watching television (all channels combined).

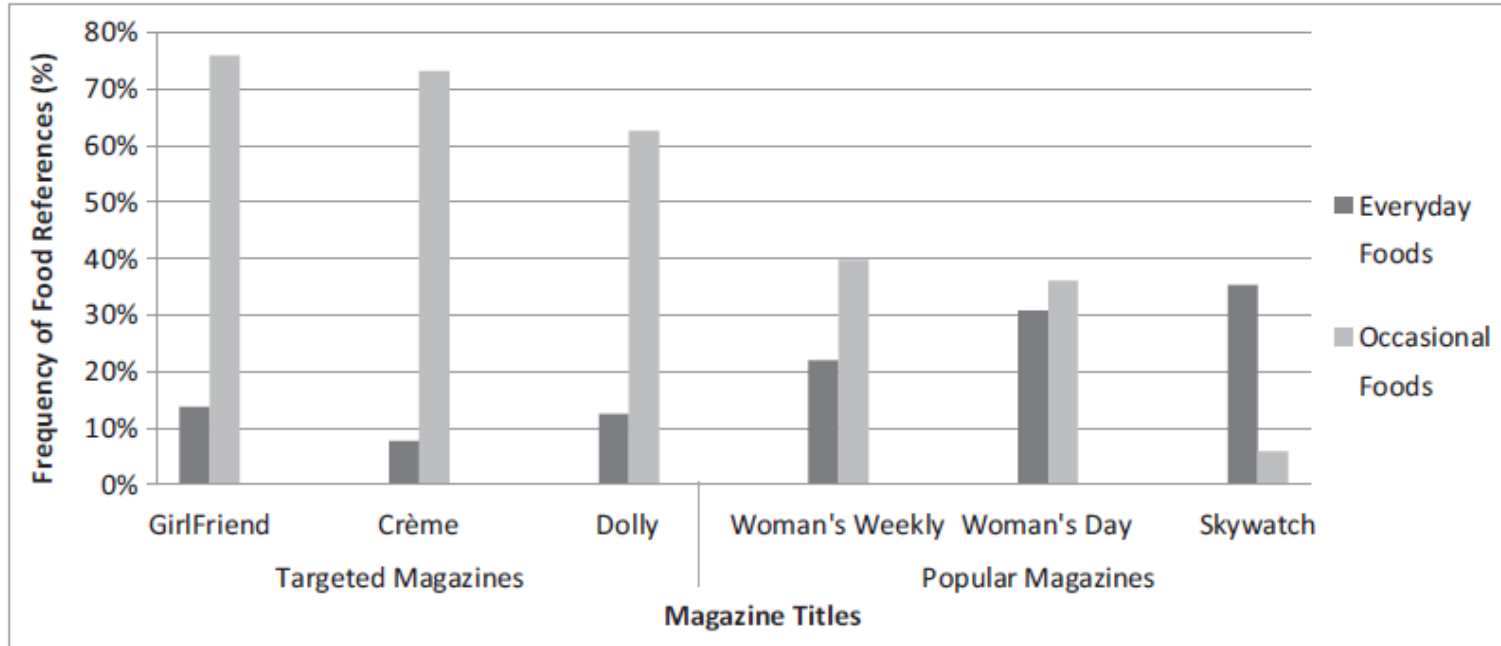


A and B mark 10% and 15% respectively of the total children aged 5–13 years in New Zealand. The line represents the number of unhealthy advertisements per hour (weighted average of weekdays and weekends) as defined by WHO criteria.<sup>13</sup>

88% of ads for unhealthy foods during children's peak viewing times

Swinburn B,  
Vandevivere S + 71  
health professors.  
NZMJ 17 February  
2017, Vol 130 No  
1450

# Magazines



Average of  
5 branded  
food  
promotions  
per issue

No E et al  
Appetite  
2014;  
83:75-81

# Food/beverage company websites

N=70 companies, 24 target children & adolescents

Extensive use of engaging marketing techniques which will attract children

Vandevivere S et al.  
NZMJ 2017, Vol 130  
No 1450 32-43

Marketing techniques	All websites (n=70)	Websites targeting children and adolescents (n=24)	Websites targeting general population (n=46)
	Websites, N (%)	Websites, N (%)	Websites, N (%)
Brand identifiers	70 (100%)	24 (100%)	46 (100%)
Designated children's section	13 (18.6%)	6 (25.0%)	7 (15.2%)
Advergaming	9 (12.9%)	6 (25.0%)	3 (6.5%)
General gaming	3 (4.3%)	3 (12.5%)	0 (0.0%)
Promotional characters	27 (38.6%)	16 (66.7%)	11 (23.9%)
Premium offers	11 (15.7%)	4 (16.7%)	7 (15.2%)
Promotions	49 (70%)	16 (66.7%)	33 (71.7%)
Opportunities to extend website experience	67 (95.7%)	23 (95.8%)	44 (95.7%)
Marketing partnership and tie-ins	34 (48.6%)	14 (58.3%)	20 (43.5%)
Nutrition labels	53 (75.7%)	20 (83.3%)	33 (71.7%)
Claims	39 (55.7%)	14 (58.3%)	25 (54.3%)
Registration and accounts	13 (18.6%)	12 (50.0%)	1 (2.2%)
Protection for children	59 (84.3%)	24 (100%)	35 (76.1%)
Educational material (advercation)	61 (87.1%)	22 (91.6%)	39 (84.7%)

# Food/beverage company Facebook & YouTube posts

Food, beverage, fast food brands: Most popular Facebook pages (15 each=45 over 2 months) and YouTube channels (5 each=15 over 2y)




## Results:

**High reach:** Estimated audience ~10% of adolescents

**Unhealthy products:** 99% (FB) and 77% (YT)

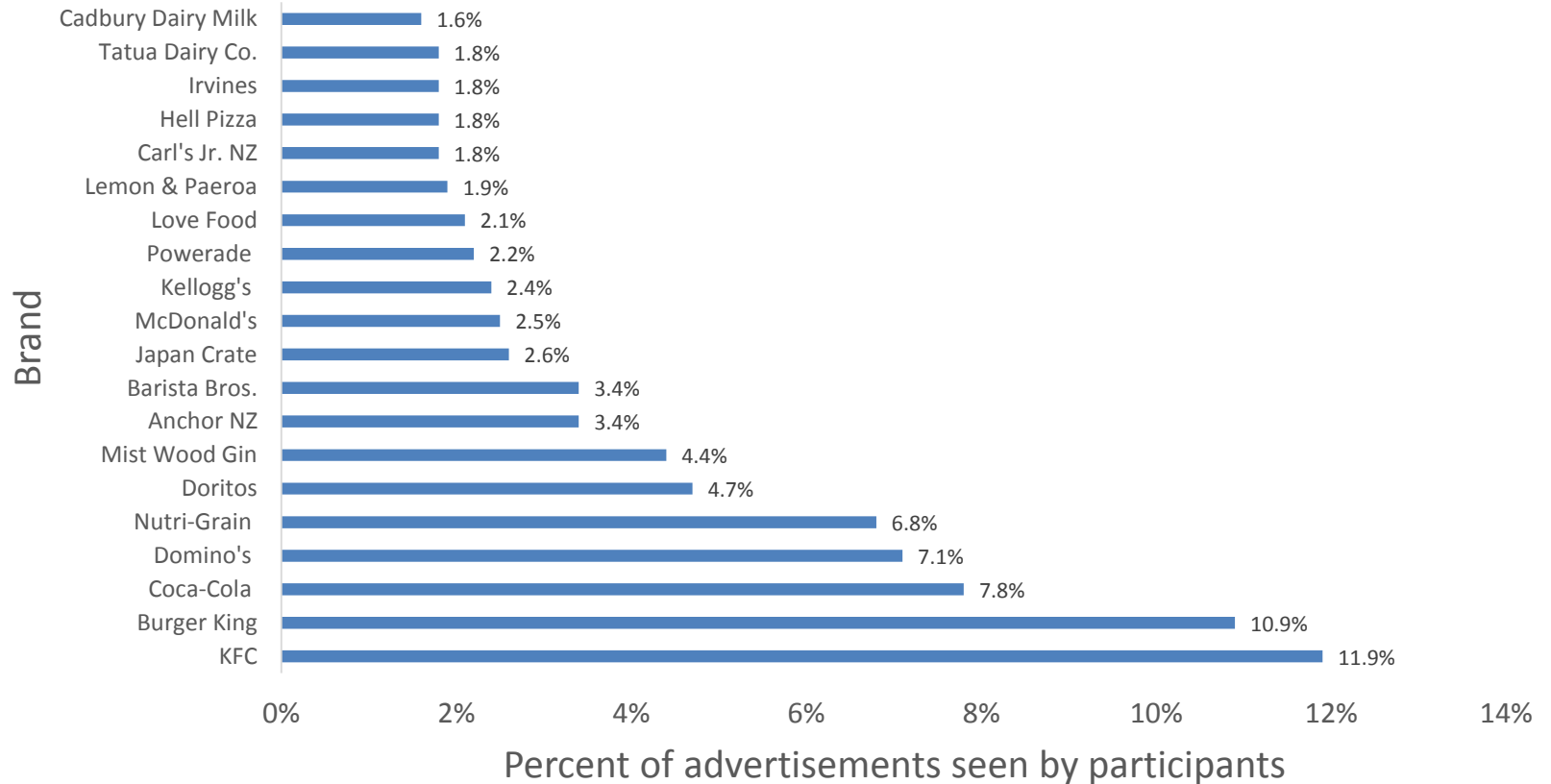
**Marketing techniques:** Activities 36%, promotion strategy 41%, premium offer 34%

**High engagement:** Per FB post = mean of 3,261 likes, 488 shares, 515k views of videos

<p><b>Example 1:</b> Example of an activity.</p>  <p>This Pizza Hut Facebook post includes an activity by getting people to comment and guess the new stuffed crust.</p>	<p><b>Example 2:</b> Example of a promotional strategy.</p>  <p>This Gatorade New Zealand Facebook post includes a promotional strategy by having All Blacks consuming their drink.</p>	<p><b>Example 3:</b> Example of a premium offer.</p>  <p>This Whitaker's Chocolate Lovers Facebook post includes a premium offer by including a competition for consumers to enter.</p>
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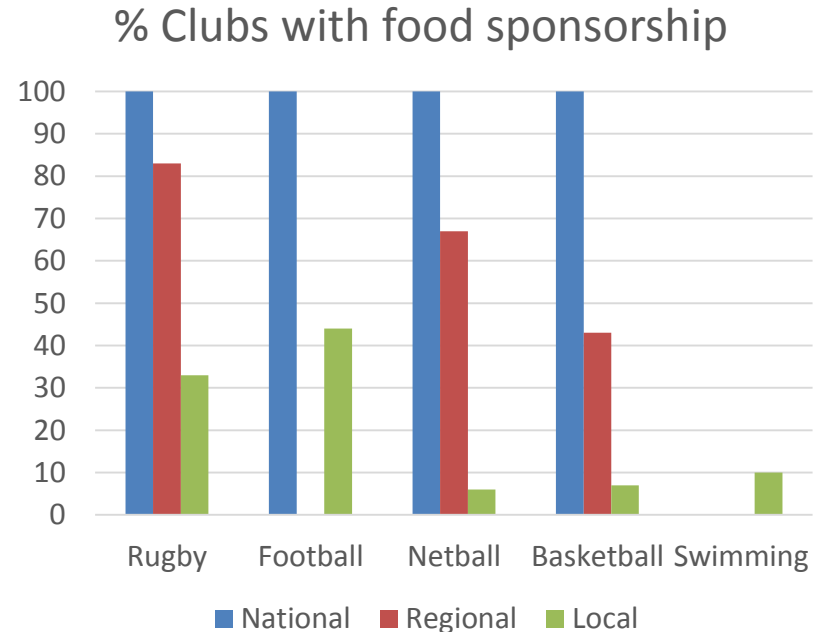
# FaceBook food ads targeting teenagers

Top 20 Brands advertised to study sample of 16-18 year olds



# Children's sport sponsorship

- Sponsors for 268 children's sports clubs and regional/ national associations surveyed
  - Supermarkets 15%
  - Fast food chains 14%
  - Beverages 7%





# School Food Zones

- 950 schools assessed, 2016
- SFZ = 500m buffer area
- 60% food ads for unhealthy foods or beverages
- Median ads/SFZ = 8.3-10 for low-high deprivation
- Most common ads = sugary drinks (20.4%), fast food (19.2%)
- SFZ not included in the ASA voluntary code of marketing to children



# Conclusions – Food marketing

- Children are heavily targeted for marketing of unhealthy foods through all media channels
- Many engaging marketing techniques used
- Social media ads are difficult to monitor
- ASA voluntary code: narrow scope / weak rules
  - **DOES NOT COVER:** adolescents, packages, sponsorships, social media, SFZ, TV peak viewing etc
  - **HAS NO:** sanctions, monitoring, evaluation, reviews etc