



SPRING SEMINAR SERIES

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The Eyeballs Have Moved: Marketing to Children and Youth in the Digital Age

- Lori Dorfman is the Director of Berkeley Media Studies Group, a project of the Public Health Institute.
- There has been an increase in childhood obesity across all ages.
- **Early 1990s:** finance and Wall St. put pressure on companies to give quarterly reports. This meant they had to grow faster than before. As a result they had to find new markets. This is the same time that companies turned their attention to children in a way they never had before.
 - There was an explosion of new products in the 90s which is evident when you walk into a supermarket today.
 - New products must be marketed – target children, teens and teachers
- **Institute of Medicine, 2005:** report based on publically available information
 - Asked if marketing affects what kids eat. The answer was YES.
 - Primarily TV research-based
 - No digital internet in the public literature at this time
- **Kaiser Family Foundation, 2006:** report that said quite a lot was going on online
 - 8 out of 10 top food brands that target kids on TV also do so online
 - Digital advertising is much deeper than TV because they engage the user
- **FTC 2007:** report gathered advertising spending numbers from the industry; although industry doesn't weight as much \$ wise as TV, because TV is so expensive
- Burger King announced that "The eyeballs have moved." Where? To the internet.
- It has been estimated that internet will be the number one dollar amount in marketing by 2011. Obviously it is a medium that has become increasingly important.

- Difficult to assess and analyze the Internet
- **Study at the Berkley Media Studies Group:** looked at the top 23 sites that kids go to (not limited to food sites) and looked at the nutrition quality of the food ads present and the engagement techniques used
 - Compared the Institute of Medicine school foods report standards as a proxy for what is good or bad food
 - Performed a quantitative and qualitative content analysis
 - Looked at homepage and every link one click away for a total of 1,731 pages
 - Found 22 foods on the 6 home pages and 71 food products on the 2nd level pages
 - **Findings:** most of the food products advertised were not good for you: 4 foods were Tier 1 (good), 23 foods were Tier 2, and 49 foods were Tier 3 (foods that are never accepted in school and that children should avoid)
- **Trends and Techniques Used:** looked at trade press publications and press kits to see how they engage kids
 - **Behavioral Profiling:** when using Facebook application to send a gift to a friend, users must click an “I accept terms” box that gives the maker access to the information the user has put up about himself or herself.
 - **One-on-one marketing:** advertisers can sell millions of eyeballs quickly. There is so much available that consumers can be reached in ways they never were before.
 - When you get a gift on Facebook you think of it as a gift from a friend, not as advertising.
 - Advertising encases, surrounds, and immerses kids in a brand.
 - It increases favorability towards a brand and the likeliness of purchasing it.
 - Internet advertising works the same way TV advertising did.
 - The idea of advertisers is to collect as much information as possible such as what ads you clicked on and what you purchased online.
 - Some groups have privacy concerns.
 - Advertiser Goals
 - Get data
 - Engage consumers for as long as they can
 - **Registration:** sign up and get username and password. This is a data collection technique and is often fun for kids to do.
 - **Viral Video:** can send videos to friends via email
 - **Online Commercials:** companies know when you click on the ad and how long you watch it for
 - **Customization**
 - **Incentives:** i.e. play a game to earn tokens to unlock secret levels and get free stuff
 - **Sweepstakes:** enter data to win prizes

- Ex: enter code under a sprite cap to unlock stuff online. This integrates the sweepstakes with the real products.
 - **Mobile Marketing:** ads go directly to cell phone, i.e. coupon for a free McFlurry at McDonalds. These allow advertisers to collect not only your personal information but also where you are.
 - Mobile phone is always by your side, so advertisers can reach children behind parents back at anytime.
- Companies realize that brands exist in a space between the product and the consumer emotion. It's about identity formation.
 - **Game-vertising:** product placement like in television and movies, but in video games
 - The video game industry equals the film industry in revenue from product placements.
 - Gamers report they like it because it makes games more realistic.
- **Brand Evangelist:** if you send a gift on Facebook to a friend then you are an evangelist for the company. You become a marketer.
- **Brand Saturated Environment:**
 - Ex) Doritos website: all about the brand; contains user generated content where you can submit your own Doritos commercial for the Super Bowl and the top commercials are posted for the public to vote on
 - Ex) My Coke Rewards. They crunch over 400 pieces of data together to decide what information to throw back at you through ads.
- **Multimedia Buzz Campaign:** combination of TV, Internet and mobile advertising that ties everything together
 - Ex) KFC had TV commercial that had a mosquito tone in it (a high pitch tone more easily heard by children than by adults). They ran a contest where people could go online and enter when they had heard the tone in the TV ad. (It happened to occur directly when the bucket of KFC chicken was shown.)
- **Advertising through an Avatar:** user can create a character or entity of themselves on a website with which they can do things. For example, on SecondLife users could design their own Coke vending machine.
- **MySpace Media Kit:** tells companies that by advertising on MySpace they can access 62 million users who freely give out their information
- Now advertising is about the relationship and conversation that is had with consumers.
- **Widgets:** can put on Facebook and cell phones. They are basically the refrigerator magnets of the new world and a branded way that people share.
- **Multicultural Campaigns:** these target minorities and ethnicities, such as the Snickers "Instant Def Sick" which targeted African Americans