Helping parents raise healthy kids: The future of in-store marketing?

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Youth-targeted marketing expenditures

2009: $1.8 billion total

- TV: $633
- Promotions/events: $328
- Schools: $149
- Digital: $123
- Other: $101
- Packaging: $35
- In-store: $79

Source: FTC 2012 *Excludes cost of kids’ meal toys
Expenditures by product

- $945 million in total retail-based marketing

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<th>Product</th>
<th>In-store</th>
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<td>Snack foods</td>
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<td>$26.9 mill</td>
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<td>Juice/non-carbonated beverages</td>
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### Expenditures by product

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<td>$9.8 mill</td>
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Source: FTC 2012
Retail-based marketing

- Packaging
- Shelf placement
- Special displays
- Price promotions
Youth-oriented cross-promotions

Source: Harris, Schwartz & Brownell, 2009
## Effects of licensed characters

<table>
<thead>
<tr>
<th>Character</th>
<th>Tastes the same</th>
<th>Plain tastes better</th>
<th>Signif.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graham crackers</td>
<td>37.5%</td>
<td>7.5%</td>
<td>&lt;.001</td>
</tr>
<tr>
<td>Fruit snacks</td>
<td>37.5%</td>
<td>10%</td>
<td>&lt;.001</td>
</tr>
<tr>
<td>Baby carrots</td>
<td>25%</td>
<td>25%</td>
<td>.07</td>
</tr>
</tbody>
</table>

**Source:** Roberto, Baik, Harris, & Brownell, 2010
Shelf placement
Prime shelf locations
Shelf composition

Allocation of facings by shelf

<table>
<thead>
<tr>
<th>Shelf</th>
<th>Child</th>
<th>Family</th>
<th>Adult</th>
<th>Nutrition Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Shelf</td>
<td>6%</td>
<td>16%</td>
<td>78%</td>
<td>55</td>
</tr>
<tr>
<td>Middle Shelf</td>
<td>29%</td>
<td>35%</td>
<td>35%</td>
<td>50</td>
</tr>
<tr>
<td>Bottom Shelf</td>
<td>46%</td>
<td>30%</td>
<td>24%</td>
<td>47</td>
</tr>
</tbody>
</table>

Source: Cereal Facts, 2009
Special displays
Special displays: cereals

Display per store (5 weeks)

- End caps: Top 4 products
- Other displays: Top 4 products
- All displays: All other brands

Source: Cereal Facts, 2009
Pricing

• Store brands
  – 18% of cereal shelf space
  – 12% of sales (Mintel, 2009)

• Price promotions
  – Price signs, shelf danglers, coupons
Price promotions: cereals

Promotions per store (5 weeks)

- Top 4 products
- All other

Source: Cereal Facts, 2009
Sugary drink promotions

Promotions per product (4 weeks)

Source: Unpublished data, Rudd Center, 2012
Incremental sales

Percent of total sales:
- 34%
- 23%
- 23%
- 22%
- 17%
- 9%

Source: Sugary Drink FACTS, Analysis of Symphony IRI data, 2011
The healthy supermarket

• Set nutrition standards for products marketed directly to children in stores
  – Product packaging and special displays
  – Licensed characters and promotions

• Increase prominence of more nutritious products
  – “Family-friendly” aisles
  – Prime shelf placement
  – Separate foods by nutrition quality
The healthy supermarket

• Increase promotion of nutritious products
  – Special displays and price promotions
  – Other incentives and promotions
  – Products from smaller, specialty companies

• Develop more nutritious store brands
Helping parents raise healthy kids?
Thank you!

My colleagues at the Rudd Center

Funding from the Robert Wood Johnson Foundation and the Rudd Foundation

YaleRuddCenter.org
Spotlight on company practices

CerealFacts.org

SugaryDrinkFacts.org
Objective
Reduce harm associated with food marketing to youth

Rudd Center role
Understand and inform

Child and adolescent exposure to food marketing
Impact of food marketing exposure

Monitor outcomes
Strategy for change

Policymakers

Rudd Center research and communications

Parents

Food Industry

Reduce unhealthy food marketing