



# Children's Food Advertisement Awards 2005 Nominations

*The Parents Jury has made its nominations and is now ready for your final vote! Please note voting closes on Monday June 13, 2005. To vote please go to <http://www.parentsjury.org.au>*

## **Pester Power Award**

*Has your child ever nagged you to buy a particular food or drink? Advertisers call it Pester Power, and use increasingly sophisticated techniques to attract children.*

### **Nomination 1: McDonald's Jump Start Happy Meal:**

#### **Parents concerns:**

Targets children by offering a free Jump Start computer game with every purchase. Popular because children feel peer pressure to have the same games as their friends.

#### **FACT:**

- High kilojoule (energy) meal that is high in total fat and salt.
- Low in dietary fibre compared to other complete meals.
- Energy dense and nutrient poor.
- Game acts as an inducement to buying food product.

### **Nomination 2: Uncle Toby's OT's:**

#### **Parents concerns:**

This advert uses celebrity swimmer Ian Thorpe to sell the cereal, leading kids to believe that it is a healthy product that will promote fitness. He says that "the taste is fully sick", trying to use street language to get on the same level as the kids.

#### **FACT:**

- High amount of added sugar – 28%.
- Use of celebrity endorsement to sell the product.

## **Nomination 3: Uncle Toby's Fruit Roll-ups**

### **Reels:**

#### **Parents concerns:**

Portrayed as a cool way of eating fruit with the TV advertisement promoting the product as 65% real fruit. Children pester their parents for this product believing that it is good for them and the same as eating real fruit.

#### **FACT:**

- Low in fibre compared to whole fruit.
- Only 65% of its sugar content is derived from fruit.
- High acid content and stickiness.

## **'Smoke and Mirrors' Award**

*Some phrases are advertised on children's food packaging to make the products sound extra healthy like 'no added sugar' or 'no preservatives'. But are some of these products only telling you half the story?*

## **Nomination 1: Ferrero Nutella:**

#### **Parents concerns:**

The TV advertisement features school teacher/mum Fiona Allen talking about the benefits of Nutella when the product is high in sugar and fat. She says "Nutella gives kids plenty of energy to live and learn" with "over 100 hazelnuts and skim milk".

#### **FACT:**

- The TV advertisement features a woman promoting the product from the dual perspectives of 'mum' and 'teacher' – two important role models for children.
- High in total fat, sugar and energy (total fats 30%/sugar 55%/energy 442 kJ per serve).

## **Nomination 2: Kellogg's Coco Pops:**

#### **Parents concerns:**

The TV advertisement features popular Playschool Presenter Monica Trapaga talking about the 'essential nutrients' in Coco Pops when these nutrients can be found in products that contain much less sugar. She says "Kellogg's Coco Pops contains no artificial colourings or preservatives and eight vitamins and minerals including calcium for strong bones and teeth".

#### **FACT:**

- The TV advertisement features trusted children's presenter.
- Added vitamins and minerals are used to promote a health angle on the product.
- Very high in sugar and low in fibre.

## **Nomination 3: Kellogg's Nutri Grain:**

#### **Parents concerns:**

TV advertisement promotes Nutri Grain as 'Iron Man Food'. It claims to contain protein for muscle development, calcium for strong bones and carbs for energy however it contains almost no fibre and has high amounts of sugar. The advert

suggests your child will become super strong if he eats the cereal.

**FACT:**

- Low in dietary fibre compared with other breakfast cereals
- Sugar is derived from cane sugar and not fruit sugar.

## Parents Choice Award

*When we are constantly bombarded with aggressive junk food advertising it's important to support companies who promote and produce healthy food choices for children.*

### Nomination 1: Bananas:

**Parents comments:**

The Bananas advertising campaign promotes being healthy and eating fruit instead of pre-packaged or over-processed foods.

**FACT:**

- Low in kilojoules and fat and high in carbohydrate
- Significant amount of dietary fibre
- Low salt and high potassium

### Nomination 2: Go For 2 + 5:

**Parents comments:**

Fun fruit and vegetable characters encourage children to eat 2 fruit and 5 vegetables every day. The advertisement talks about the benefits of eating fruit and vegetables and being active to stay healthy.

**FACT:**

- Fruit and vegetables are packed full of essential vitamins and minerals.
- Fruit and vegetables are essential to a healthy diet.
- Fruit and vegetables help protect against disease and promote a healthy weight.

### Nomination 3: Sanitarium Weet-Bix:

**Parents comments:**

TV advertisement is great because it shows a child doing well at school because he has eaten a good breakfast. It promotes the benefits of eating a healthy breakfast to staying 30% more alert during the day.

**FACT:**

- This is a high fibre breakfast cereal.
- Low in fat and salt.
- Low in sugar.
- Contains no artificial flavourings or colourings.

## **Nomination 4: Apples:**

### **Parents comments:**

“Any time is crunch time” promotes apples in a fun way and encourages children to eat apples as a snack.

### **FACT:**

- Low in kilojoules and fat.
- Significant amount of dietary fibre.
- No salt.

***Thank you for participating in Children’s Food Advertisement Awards. Winners will be announced at the launch to be held in June 2005.***