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# Les influences comportementales du marketing

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# AUJOURD'HUI

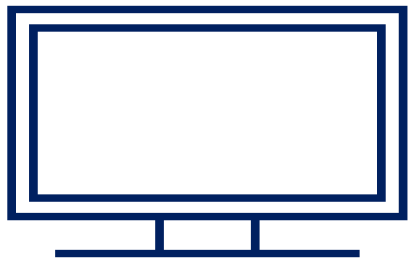
- ▶ Pourquoi cibler les enfants?
- ▶ Où sont ciblés ces enfants?
- ▶ L'impact est une fonction de...?
- ▶ Quels sont les impacts comportementaux?

# Pourquoi cibler les enfants?



- Les enfants ont un pouvoir d'achat significatif
  - \$2.9 milliards de dollars/année
- Grande influence sur les achats d'une famille
  - « kidfluence »
  - « pester power »
  - \$20 milliards /année
- Pour développer une loyauté à la marque

# Où se font cibler les enfants par le marketing alimentaire?



- ▶ Télévision
- ▶ Internet et marketing digital
- ▶ Radio
- ▶ Publicité extérieure (panneaux publicitaires, affiches)
- ▶ Emballages
- ▶ Environnements de vente/commerce
- ▶ Centres récréatifs
- ▶ Cinémas
- ▶ Écoles
- ▶ Sur des jouets, livres



Journées annuelles de santé publique 2021

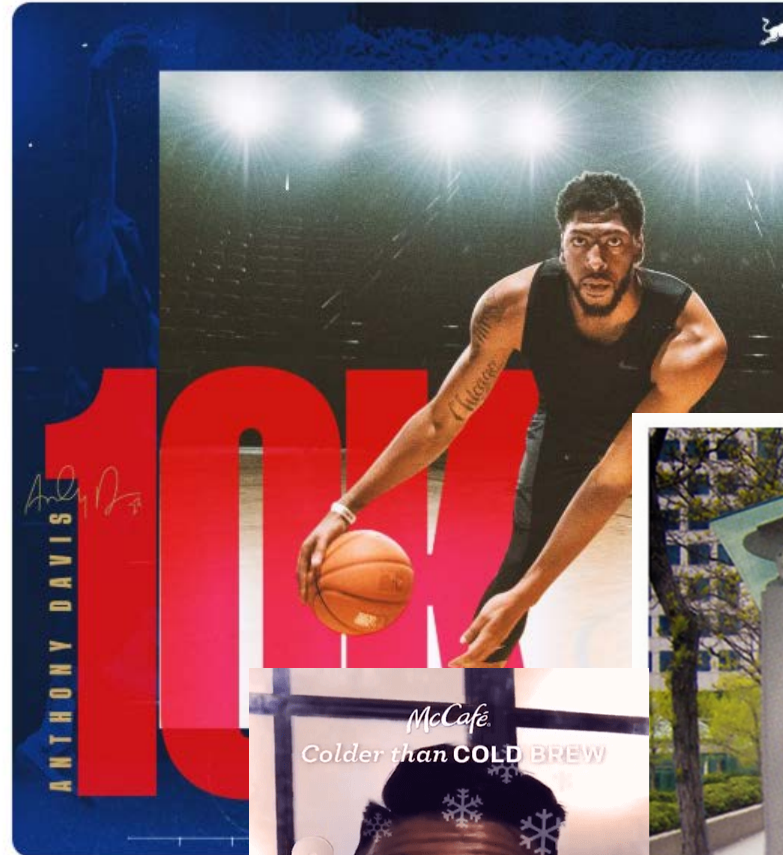
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Congrats @AntDavis23 on your 10,000 career points milestone achievement  
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## Global benchmarking of children's exposure to television advertising of unhealthy foods and beverages across 22 countries

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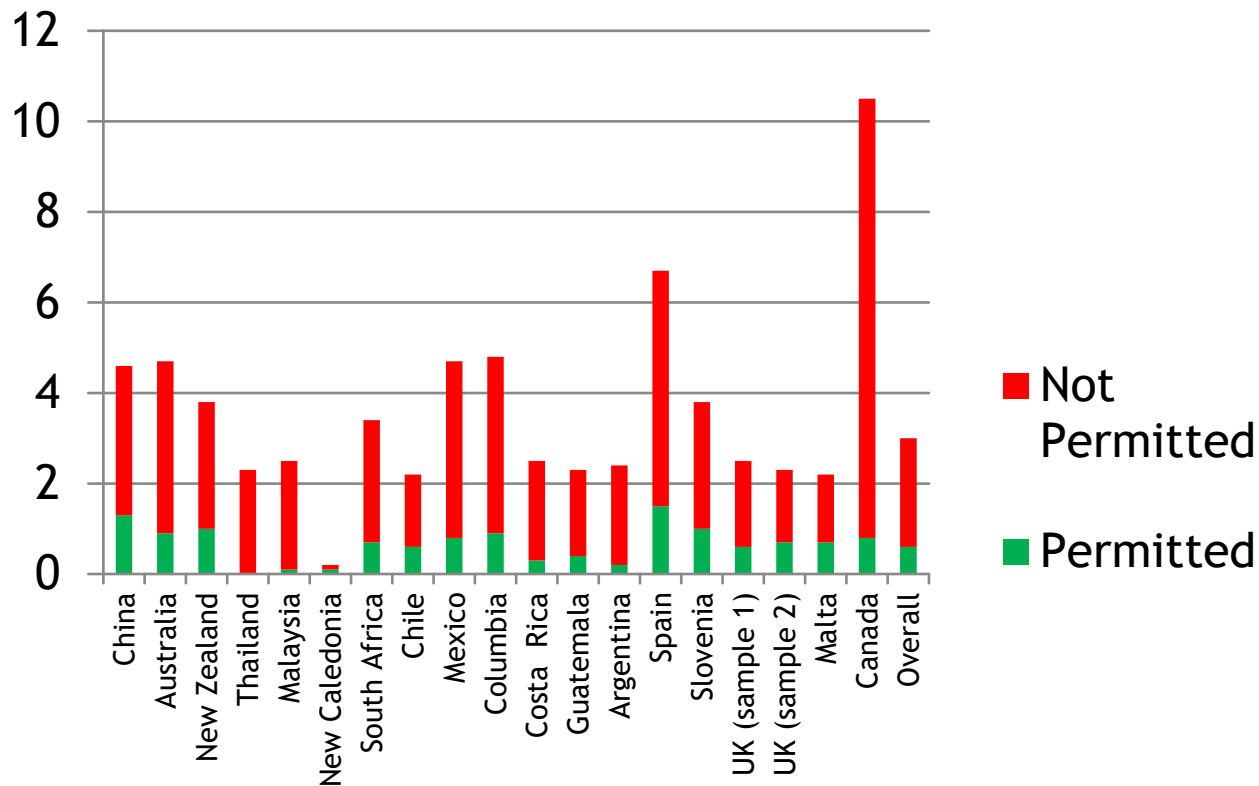
### Summary

Restricting children's exposures to marketing of unhealthy foods and beverages is a global obesity prevention priority. Monitoring marketing exposures supports informed policymaking. This study presents a global overview of children's television advertising exposure to healthy and unhealthy products. Twenty-two countries contributed data, captured between 2008 and 2017. Advertisements were coded for the nature of foods and beverages, using the 2015 World Health Organization (WHO) Europe Nutrient Profile Model (should be permitted/not-permitted to be advertised). Peak viewing times were defined as the top five hour timeslots for children. On average, there were four times more advertisements for foods/beverages that should not be permitted than for permitted foods/beverages. The frequency of food/beverages advertisements that should not be permitted per hour was higher during peak viewing times compared with other times ( $P < 0.001$ ). During peak viewing times, food and beverage advertisements that should not be permitted were higher in countries with industry self-regulatory programmes for responsible advertising compared with countries with no policies. Globally, children are exposed to a large volume of television advertisements for unhealthy foods and beverages, despite the implementation of food industry programmes. Governments should enact regulation to protect children from television advertising of unhealthy products that undermine their health.

### KEYWORDS

advertising, food, INFORMAS, television

# Fréquence typique d'annonces publicitaires alimentaires à la télévision (Annonce/h/Poste)





# The effectiveness of self-regulation in limiting the advertising of unhealthy foods and beverages on children's preferred websites in Canada

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## Abstract

*Objective:* To assess the effectiveness of the self-regulatory Canadian Children's Food and Beverage Advertising Initiative (CAI) in limiting advertising of unhealthy foods and beverages on children's preferred websites in Canada.

*Design/Setting/Subjects:* Syndicated Internet advertising exposure data were used to identify the ten most popular websites for children (aged 2–11 years) and determine the frequency of food/beverage banner and pop-up ads on these websites from June 2015 to May 2016. Nutrition information for advertised products was collected and their nutrient content per 100 g was calculated. Nutritional quality of all food/beverage ads was assessed using the Pan American Health Organization (PAHO) and UK Nutrient Profile Models (NPM). Nutritional quality of CAI and non-CAI company ads was compared using  $\chi^2$  analyses and independent *t* tests.

*Results:* About 54 million food/beverage ads were viewed on children's preferred websites from June 2015 to May 2016. Most (93.4%) product ads were categorized as excessive in fat, Na or free sugars as per the PAHO NPM and 73.8% were deemed less healthy according to the UK NPM. CAI-company ads were 2.2 times more likely (OR; 99% CI) to be excessive in at least one nutrient (2.2; 2.1, 2.2,  $P < 0.001$ ) and 2.5 times more likely to be deemed less healthy (2.5; 2.5, 2.5,  $P < 0.001$ ) than non-CAI ads. On average, CAI-company product ads also contained (mean difference; 99% CI) more energy (141; 141.1, 141.4 kcal,  $P < 0.001$ ,  $r = 0.55$ ), sugar (18.2; 18.2, 18.2 g,  $P < 0.001$ ,  $r = 0.68$ ) and Na (70.0; 69.7, 70.0 mg,  $P < 0.001$ ,  $r = 0.23$ ) per 100 g serving than non-CAI ads.

*Conclusions:* The CAI is not limiting unhealthy food and beverage advertising on children's preferred websites in Canada. Mandatory regulations are needed.

**Keyword**  
Food environment  
Self-regulation  
Children  
Digital food marketing  
Health policy



# Publicité alimentaire en ligne: Top 10 sites web pour enfants

Potvin Kent et al. 2018 *Public Health Nutr*:

- ▶ 54 millions d'annonces publicitaires de nourriture et boisson affichées sur les top 10 sites web préférés d'enfants de Juin 2015-Mai 2016
- ▶ Catégories d'aliments les plus annoncés:
  - ▶ restaurants (32%)
  - ▶ gâteaux, biscuits et crème glacée (26%)
  - ▶ céréales froides (11%)
  - ▶ collations (6%)
  - ▶ Boissons sucrées(5.4%)




93% des produits annoncés étaient classifiés comme excessifs soit en gras, sodium et/ou sucres libres (Organisation Pan-américaine de la santé)



# Produits annoncés/promus envers les enfants

Source: comScore, June 2015-May2016

# Children and adolescents' exposure to food and beverage marketing in social media apps

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Heart and Stroke Foundation of Canada

## Summary

**Background:** Unhealthy food marketing is a powerful determinant of unhealthy diets and obesity among children. Although it is known that food marketers target young people on social media, no study has yet quantified children's exposure on these platforms.

**Objectives:** To compare the frequency and healthfulness of food marketing seen by children and adolescents on social media apps as well as estimate their weekly exposure.

**Methods:** 101 children and adolescents (ages 7-16 years) completed a survey on their media use and were recorded using their two favourite social media apps for 5 minutes each on the mobile device they usually use. Recordings of app use were reviewed to identify food marketing exposures.

**Results:** Overall, 72% of participants were exposed to food marketing. Of the 215 food marketing exposures identified, most promoted unhealthy products such as fast food (44%) and sugar-sweetened beverages (9%). Adolescents viewed more instances of food marketing, on average, per 10-minute period compared with children (Mean [SD] = 2.6 [2.7] versus 1.4 [2.1],  $U = 1606$ ,  $z = 2.94$ ,  $P = 0.003$ ). It was also estimated that children and adolescents see food marketing 30 and 189 times on average per week on social media apps, respectively.

**Conclusions:** Statutory regulations restricting unhealthy food marketing to adolescents and children on social media should be considered.

## KEYWORDS

adolescent, alcohol, celebrity endorsement, children, food marketing, product placement, self-regulation, social media

# Exposition estimée au marketing alimentaire sur les applications de médias sociaux

## Enfants

- 30 instances de marketing alimentaire / semaine
- 1,560 instances de marketing alimentaire / année

## Adolescents:

- 189 instances de marketing alimentaire / semaine
- ▶ 9,828 instances de marketing alimentaire / année

# Catégories alimentaires les plus fréquemment promues sur les médias sociaux

## Enfants

- 1) fast food (27%)
- 2) boissons sucrées(10%)
- 3) bonbons et chocolat (10%)



## Adolescents

- 1) fast food (50%)
- 2) boissons sucrées (9%)
- 3) collations (6%)



# L'impact du marketing

- ▶ OMS (2010)
  - ▶ « Étant donné que l'efficacité de la commercialisation est fonction à la fois de l'exposition aux messages et de leur force, l'objectif global des politiques devrait être de réduire à la fois l'exposition des enfants et la force des messages commerciaux en faveur des aliments à haute teneur en graisses saturées, en acides gras trans, en sucres libres ou en sel. »



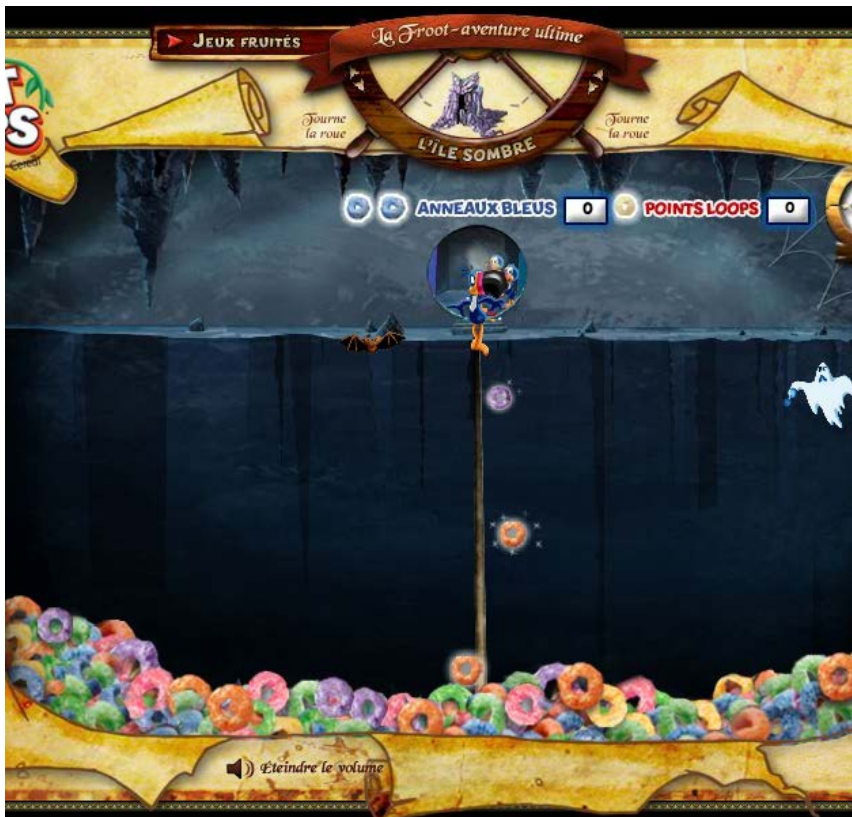
# Techniques de marketing utilisées pour cibler les enfants



- ▶ Commandites
- ▶ Célébrités et vedettes sportives
- ▶ Personnage porte parole et personnages sous licence
- ▶ Concours ou distribution de prix



# Techniques utilisées dans les médias digitaux



- ▶ Interactif
- ▶ Ciblage comportemental
- ▶ Géo-ciblage
- ▶ Aucunes limites sur l'exposition

# L'influence comportementale du marketing

Le marketing alimentaire est associé avec:

- ▶ Les préférences alimentaires
- ▶ Apport alimentaire à court terme
- ▶ Requêtes alimentaires
- ▶ L'obésité



Source: Hastings et al. 2006, Cairns et al. 2013, Sadeghirad et al. 2016; Norman et al. 2016

## Effects of fast food branding on young children's taste preferences

Thomas N Robinson<sup>1</sup>, Dina L G Borzekowski, Donna M Matheson, Helena C Kraemer

- ▶ Recruté: n= 63 enfants Âge: 3-5 ans
- ▶ Modèle : étude expérimental
- ▶ Exposition: 2 échantillons de 5 aliments donnés à chaque enfant

Échantillon 1: enveloppé dans emballage de McDonald	Échantillon 2: enveloppé dans emballage simple blanc
Hamburger McDonalds (1/4)	Hamburger McDonalds (1/4)
McPépites de poulet de McDonalds	McPépites de poulet de McDonalds
Frites de McDonalds (X3)	Frites de McDonalds (X3)
Lait à teneur en gras 1% (3 ounces)	Lait à teneur en gras 1% (3 ounces)
Bébé carottes (X3)	Bébé carottes (X3)

Q: On demande à chaque enfant si les échantillons goûtaient pareil, ou sinon pointer à la nourriture qui goûtait mieux.

# Robinson et al. (2007) results

**Table 2. Children's Taste Preferences**

Food or Drink Item	No. (%)			<i>P</i> Value <sup>a</sup>
	Plain	Taste the Same or No Answer	McDonald's	
Hamburger	22 (36.7)	9 (15.0)	29 (48.3)	.33
Chicken nuggets	11 (18.0)	14 (23.0)	36 (59.0)	<.001
French fries	8 (13.3)	6 (10.0)	46 (76.7)	<.001
Milk or apple juice	13 (21.0)	11 (17.7)	38 (61.3)	<.001
Carrots	14 (23.0)	14 (23.0)	33 (54.1)	.006

<sup>a</sup>NonparametricMcNemar test.

# The Impact of Marketing and Advertising on Food Behaviours: Evaluating the Evidence for a Causal Relationship

Jennifer Norman , Bridget Kelly, Emma Boyland & Anne-T McMahon

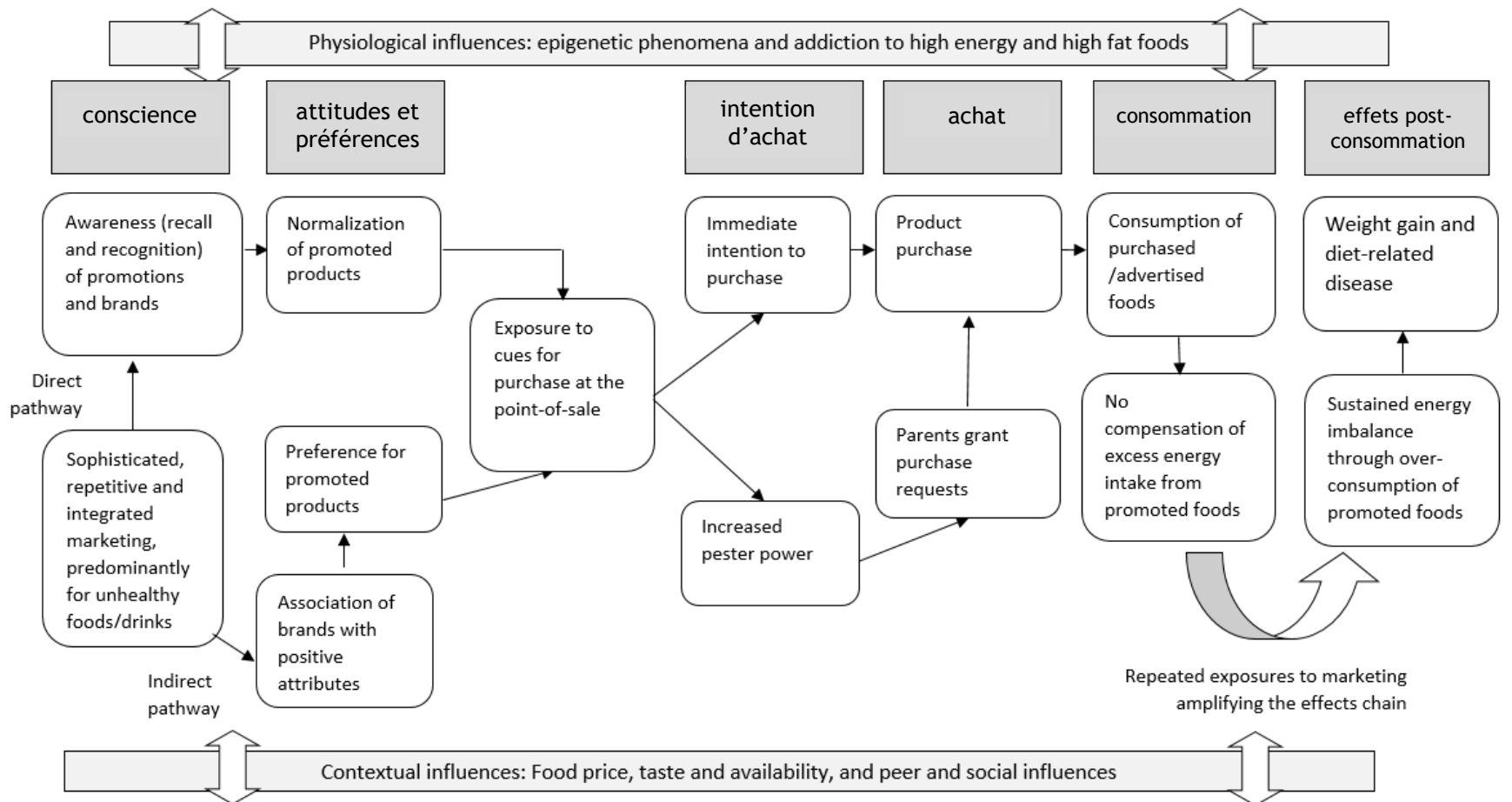
[Current Nutrition Reports](#) **5**, 139–149 (2016) | [Cite this article](#)

- ▶ **Question:** Est-ce que les résultats de recherche examinant la relation entre l'exposition au marketing alimentaire pour enfants et les résultats comportementaux alimentaires sont suffisants pour établir une causalité?
- ▶ **Méthode:** Sommaire des résultats utilisant les critères Bradford-Hill
  - ▶ Puissance d'association
  - ▶ Preuve expérimentale
  - ▶ Dose-effet
  - ▶ Temporalité: exposition doit précéder résultat
  - ▶ Plausibilité et cohérence

## Conclusion:

- Les résultats satisfont les critères Bradford-Hill par rapport sur la causalité
- L'exposition au marketing alimentaire est liée causalement aux effets négatifs sur les préférences alimentaires, les choix et la consommation à court terme de nourriture chez les enfants
- Les preuves expérimentales sont fortes pour les enfants âgés de 3-12 ans
- Les preuves observationnelles pour les enfants âgés de 3-18 ans confirment ces découvertes

# Logic model of unhealthy food promotion effects



# Vulnérabilité des enfants

- ▶ La majorité de la recherche s'est concentrée sur les annonces publicitaires à la télévision
  - ▶ Par l'âge de 12 ans, la plupart des enfants peuvent évaluer de manière critique les annonces publicitaires à la télévision
- ▶ Médias digitaux
  - ▶ Les enfants âgés de 6-11 ans ont de la difficulté à identifier les annonces publicitaires sur des pages web (Blades & Oates, 2009; Oates & Li, 2013)
  - ▶ Les parents sont moins susceptibles d'être conscients du marketing digital (Kelly et al., 2015)

# Conclusion

- Les impacts comportementaux sur les enfants sont clairs
- Étant donné les hauts niveaux de marketing d'aliments mal sains vus par des enfants
  - Une politique nationale qui restreint le marketing alimentaire dans tout les milieux pour enfant et sur les médias est nécessaire

