

# Junk food advertising allowed under food industry codes

- AFGC Responsible Children's Marketing Initiative
- Quick Service Restaurant Industry Initiative for Responsible Advertising and Marketing to Children

## Junk food ads in highest rating children's programs

The Advertising Standards Board has held that unhealthy food advertising during the highest rating programs for kids under 12 is allowed under the codes. Shows not covered by the codes include Junior Masterchef, The Simpsons and Modern Family (the top three highest rating programs for children aged 5-12 in 2010).

Examples of junk food advertised during Junior Masterchef and The Simpsons:

### Junior Masterchef:

- Big Macs
- Hungry Jack's
- Snickers bars
- Fanta
- V Energy Drink
- Red Bull
- Smiths Crisps
- Rice Bubbles
- Streets Magnum ice creams
- Poppin Microwave Popcorn

### The Simpsons

- Coca-Cola
- Fanta
- Mars Bars
- Snickers bars
- Twix bars
- Streets Magnum ice creams
- Nestle Drumstick ice creams

## Junk food websites targeting children

The codes do not cover food company owned websites that target children, eg:

- Smarties website [www.smarties-australia.com.au](http://www.smarties-australia.com.au)
- McDonald's Happy Meal website [www.happymeal.com.au](http://www.happymeal.com.au)
- Cadbury Freddo Frog website <http://www.freddo.com.au/>
- Milo websites <http://www.milo.com.au/>
- Milky Bar website [www.milkybar.com.au](http://www.milkybar.com.au)
- Streets Paddle Pops website <http://www.paddlepop.com.au/>
- Donut King 'Kids Corner' website <http://www.donutking.com.au>
- Hungry Jack's 'Kids Club' website <http://www.hungryjacks.com.au/join-kids-club.php>
- Paradise 4 Kidz website <http://www.paradise4kidz.com.au/>
- IGA kids club website <http://www.igakidsclub.com.au/>
- Slurpee website <http://www.slurpee.com.au/>
- M&Ms website <http://m-ms.com.au/>
- Kellogg's Nutri-Grain website [www.nutrigrain.com.au](http://www.nutrigrain.com.au)
- Arnott's Tiny Teddy game <http://www.arnotts.com/whats-new/tiny-teddies-game.aspx>

### Junk food facebook pages

The codes do not cover junk food companies' facebook pages, eg:

- Smarties Australia '8 colours of fun' promotion <http://www.facebook.com/#!/SmartiesAustralia>
- Milo Australia <http://www.facebook.com/MILOAustralia>
- Streets Paddle Pop <http://www.facebook.com/StreetsPaddlePop>
- Streets Bubble-O-Bill ice creams <http://www.facebook.com/StreetsBubbleOBill#!/StreetsBubbleOBill?sk=wall>
- Cadbury Crème Egg promotion [http://www.facebook.com/#!/cadburycremeegg?sk=app\\_7146470109](http://www.facebook.com/#!/cadburycremeegg?sk=app_7146470109)
- Samboy chips <http://www.facebook.com/#!/samboychips>
- Kit Kat Australia and New Zealand <http://www.facebook.com/#!/kitkatau>
- Smiths Snackfood Company <http://www.facebook.com/#!/TheSmithsSnackfoodCompany>
- Coca-Cola Australia <http://www.facebook.com/#!/CocaColaAustralia>

### Junk food billboards targeting children

The codes do not cover junk food billboards or other outdoor advertising targeting children. Eg the Advertising Standards Board recently held that a Coco Pops 'Splash into Chocolatey Fun!' billboard was not covered.

### Direct marketing/viral marketing of junk to children

The codes do not cover direct marketing or viral marketing of junk food to children (direct mail, emails or SMS messages sent by food companies to children). Eg:

- Hungry Jack's sends food vouchers, birthday cards and other promotional material to members of its Kids club <http://www.hungryjacks.com.au/join-kids-club.php>
- Donut King sends emails to children who are members of its 'Kids Corner', and encourages kids to send viral emails to their friends [http://www.donutking.com.au/index.php?option=com\\_content&view=article&id=75&Itemid=57](http://www.donutking.com.au/index.php?option=com_content&view=article&id=75&Itemid=57)
- McDonald's Happy Meal websites encourages children to send emails to their friends via the website with links to Happy Meal games and activities
- Kellogg encourages kids to 'share the fun' by sending Coco Pops postcards to their friends <http://www.kidspot.com.au/slideshow/Share-the-fun-with-Coco-Pops+74+Coco-Pops-Dive+992.htm#anchor>
- Coca-Cola sends free Coke vouchers to children who 'like' the Coca-Cola facebook page
- Football Federation Victoria sent KFC vouchers to junior soccer players <http://www.footballfedvic.com.au/pageitem.aspx?id=27726>

### Toys in fast food meals

The Advertising Standards Board has held that toys offered with kids' fast food meals are integral parts of the meals, and thus not 'premiums' covered by the codes. Examples of toy promotions held not to be covered:

- McDonald's Happy Meal toys (eg Cartoon Network, Box of Fun toys)
- Hungry Jack's Kids Club Meal toys (eg Happy Feet, Sponge Bob Square Pants, Simpsons, Golden Compass toys)
- Donut King Combo toys (eg Ice Age 3 toys)

### Junk food brand advertising targeting children

The codes do not cover junk food brand advertising to children (they only apply to advertising which actually features food or beverage products). Examples of junk food brand advertising to children:

- McDonald's Ronald McDonald Little Athletics advertising
- McDonald's playground TV ads
- McDonald's Maths Online program
- Cadbury 'wouldn't it be nice' TV ads (featuring animated chocolate characters)

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### Sponsorship of children's sport

The codes do not cover junk food sponsorship of children's sport.

Examples:

- KFC Queensland Junior Bulls cricket clinics and Queensland Cricket junior sign on campaign
- KFC Sydney Junior Winter Cricket Twenty20 competition
- Milo sponsorship of kids' cricket – Miloin2cricket, Milo Kanga Cricket, Milo Super 8s, Milo Summer of Cricket <http://www.milo.com.au/milo-and-sport/cricket.html>
- Cottees 'five-a-side' football <http://www.cottees.com.au/football/about.html>
- McDonald's 'Hooptime' basketball <http://www.hovertimebasketball.com.au/>
- McDonald's sponsorship of Little Athletics <http://mcdonalds.com.au/about-us/responsibility/our-community>

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### Product packaging targeting children

The codes do not cover promotions to children on junk food packaging, eg:

- Nesquik 'Shrek the Third' cereal boxes
- Coco Pops boxes with Coco Pops monkey
- Billabong packs with cartoon characters

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### Fundraising in schools

The codes do not cover confectionery company fundraising in schools, eg:

- Cadbury fundraising <http://www.fundraising.com.au/>
  - Mars fundraising <http://www.marsfundraising.com.au/>
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