

McDonalds, Kelloggs and Krispy Kreme Doughnuts receive Shame Awards

Australian parents have named the Kellogg's 'LCM Zebra Spots' bars ad as the most misleading junk food ad on TV to target children. The ad was awarded the Smoke and Mirrors Award at today's fourth annual Parents Jury Children's Food Marketing Fame and Shame Awards.

The ad features a school principal announcing over the PA system that a blue lunchbox has been found. Students are not interested in the healthy food in the lunch box until she mentions the LCM bar, which is high in sugar and poor in nutrition, and they charge towards her office to stake their claim.

"The Fame & Shame Awards allows Australian parents to fight back by naming and shaming food companies for irresponsibly marketing their products to children with a complete disregard for potential health implications," said Nicole Horton, member of The Parents Jury.

"It's not just TV being used to promote junk food to our children as more food companies are now also using the internet as a marketing tool. This prompted the introduction of the Shame Award for the Techno Hack this year, which has been awarded to McDonald's for its Happy Meal web site.

"The internet is a powerful and unregulated promotional tool and we urge parents to be cautious of which sites their children visit. Our children are being bombarded with clever marketing campaigns promoting junk food from all directions whilst the country faces a growing obesity epidemic," Ms Horton said.

Another new category, the Shame Award for the School Food Bully was awarded to Krispy Kreme Doughnuts for infiltrating the school environment with unhealthy fundraising and food stall options. This type of marketing undermines healthy eating messages promoted in the classroom and school canteen.

Meanwhile, the Fame Award for Parents' Choice was presented to Woolworths praising its Fresh Food Kids campaign which promotes fresh fruit and veg to children in an appealing and creative way.

Shame Awards

- Techno Hack (promoting junk foods online): McDonald's Happy Meal web site which comprises elaborate features like games, downloads, crafts, a discovery area, e-cards and the latest toy promotion
- Smoke and Mirrors (most misleading campaign): Kellogg's 'LCM Zebra Spots' bars - 'Lost blue lunch box' TV ad
- School Food Bully (infiltrating schools): Krispy Kreme Doughnuts school fundraising using various sales channels like taking orders and parents collecting the doughnuts from school at a later date, and selling coupons to buy from stores
- Pester Power (giveaways, celebrity endorsements, movie tie-ins): McDonald's 'Kung Fu Panda' Happy Meal - TV advertisement features kids fighting over the latest chicken nugget and interacting with Kung Fu Panda characters, with nine toys to collect

Fame Award

- Parents' Choice: Woolworths for its Fresh Food Kids campaign

"The Parents Jury is delighted with Woolworths Fresh Food Kids campaign. It goes to show that healthy foods can be profitable and we hope other companies will follow their excellent example," Ms Horton added.

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MEDIA RELEASE

Under embargo until 10am, Wednesday October 8 2008

The Parents Jury is calling for a ban on all junk food TV ads during children's viewing times until 9pm in the evening. Parents can join The Parents Jury at www.parentsjury.org.au. Membership is free and open to all Australian parents, grandparents, and guardians of children under 18 years.

The Parents Jury

The Parents Jury is a free online forum for parents to voice their views and collectively advocate for the improvement of children's food and physical activity environments. The Parents Jury currently has over 3,500 members and is supported by Cancer Council Australia and its member bodies, Diabetes Australia – Vic, QLD and WA, the Australian and New Zealand Obesity Society, and VicHealth

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