



the parents jury

Your voice on food and activity

www.parentsjury.org.au

MEDIA RELEASE

Embargoed until Tuesday 9th September 2008

Voting Now Open for 2008 Children's Food Marketing Fame & Shame Awards

Australian parents are being urged to vote for their favourite and most disliked children's food marketing campaigns. The Parents Jury has announced the nominations shortlist for the 2008 Children's Food marketing Fame & Shame Awards today, and is encouraging all parents to take this opportunity to make their opinions count.

Following the success of the last three years, two new award categories have been introduced in 2008 to address the broader range of marketing strategies being used to target children: The Shame Award for the Techno Hack and the Shame Award for the School Food Bully.

The Parents Jury Manager Justine Hodge explained that food companies are using more sophisticated techniques to target children, including highly entertaining and interactive websites with extensively branded games and activities.

"Food companies are increasingly disguising marketing as entertainment. Many of these websites have multiple games, competitions, downloads and other activities that keep young children entertained for extended periods of time. This type of insidious marketing encourages brand recognition and loyalty from a very young age."

"The Fame & Shame Awards are an opportunity for parents to let the food companies know what they really think of the persuasive techniques they use to market their unhealthy products to vulnerable children. We urge all parents to stand up and be counted."

The Australian food industry spends millions of dollars every year to market unhealthy foods to children. More than 25 per cent of children are now overweight or obese and this figure is rising at about one per cent per year. The Parents Jury is calling for a complete ban on the advertising of unhealthy foods to children on television between 6am and 9pm every day, and further restrictions to be placed on other marketing mediums.

Australian parents have three weeks to submit their votes online in the five award categories. Voting will close at midnight on Monday 29th September 2008. The winners will be announced at the Fame & Shame Awards event in Sydney on Wednesday 8th October 2008.

Voters must be registered with The Parents Jury to participate. Registration is free and open to all Australian parents, grandparents and guardians of children aged under 18.

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 3,400 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.

For further information or to arrange an interview please contact:

Caitlin Syrett, The Parents Jury - Ph 03 9667 1759

Justine Hodge, The Parents Jury Manager - Ph 03 9667 1742

The Parents Jury is supported by:



The Parents Jury

570 Elizabeth Street, Melbourne 3000, ph: 03 9667 1742, email: enquiries@parentsjury.org.au, www.parentsjury.org.au



the parents jury

Your voice on food and activity

www.parentsjury.org.au

MEDIA RELEASE

Embargoed until Tuesday 9th September 2008

The 2008 Children's Food Marketing Fame & Shame Awards nominations are:

Fame Award for Parents' Choice

... for the members' favourite marketing campaign that promotes healthy food and lifestyles to children.

2008 nominations:

- Woolworths Fresh Food Kids ongoing marketing campaign including TV ads, community grants and in-store promotions
- NSW Government H2O Good For Kids health information campaign & TV ad
- Sanitarium Weet-Bix Stat Attack cricket cards TV ad

Shame Award for Pester Power

... for using marketing techniques that encourage children to pester for unhealthy foods such as toy giveaways, movie tie-ins and celebrity endorsements.

2008 nominations:

- McDonald's Happy Meal - Kung Fu Panda TV ad
- Smiths Potato Chips – Footy Legends Tazos AFL & NRL TV ads
- Hungry Jacks Kids Club Meal - Dark Knight TV ad

Shame Award for Smoke & Mirrors

... for using manipulative marketing techniques that fail to tell the whole story about an unhealthy food such as "99% fat free" and added vitamin claims.

2008 nominations:

- Kellogg's LCM Zebra Spots bars – Lost blue lunchbox TV ad
- Ferrero Nutella hazelnut spread – Energy to be a kid, future pilot TV ad
- McDonald's Happy Meal 'healthier choices' TV ad

Shame Award for the School Food Bully

... for infiltrating the school environment with unhealthy food options such as fundraising activities and sponsoring school events.

2008 nominations:

- Cadbury confectionery school fundraising
- Mars confectionery school fundraising
- Krispy Kreme Doughnuts school fundraising

Shame Award for the Techno Hack

... for marketing to children using new media technologies such as interactive websites, online games, free downloads, SMS competitions and social networking sites.

2008 nominations:

- McDonald's website, <http://www.happymeal.com.au>
- Uncle Toby's Roll-Ups website, <http://www.rollups.com.au/>

END

The Parents Jury is supported by:



The Parents Jury

570 Elizabeth Street, Melbourne 3000, ph: 03 9667 1742, email: enquiries@parentsjury.org.au, www.parentsjury.org.au