Food marketing

Tim Lobstein
International Association for the Study of Obesity
www.iaso.org
International Association for the Study of Obesity
NGO / Professional society

International Obesity TaskForce
Advocacy and policy development
1. Inducing consumption

2. Recent trends

3. Policy moves

Retail setting, where food choices are made
Popular narrative of human eating behavior

– Obesity is the result of an individual’s conscious choices

– Adults should be able to ignore or resist the temptation to overeat
Behavior is led by the environment & initiated before conscious awareness.

- **Stimulus**
- **Perception**: Speed of light
- **Action Initiated**: Neural transmission, 250 mi./sec.
- **Action Completed**
- **Awareness**: 0.1 seconds

Time: 0.5 seconds

Source: Libet B et al., 1991
Sight of food stimulates appetite

- Dopamine automatically secreted in response to food
- Brain dopamine is a powerful motivator, creating the desire to obtain the food and eat

The brain uses shortcuts (heuristics)

- Simple, efficient rules, hard-coded by evolutionary processes which help people make decisions, come to judgments, and solve problems.

- Attracted to:
  - Appearance/ color/ size/ shape
  - Sugar and fat
  - What other people are doing
  - Brands
  - Prices
  - …
Fruit salad or Chocolate cake?

– Study participants asked to choose snack
– Before choosing snack
  • First group memorized 2-digit number
  • Second group memorized 7-digit number

Source: Shiv B, Fedorikhin A 1999
Limited processing resources led to more cake

Percentage Choosing Cake

Memorized 7 digits: 62 %
Memorized 2 digits: 45 %

Source: Shiv B, Fedorikhin A 1999
Implications

• Anything that reduces available processing resources in the shopping environment will increase impulse buying by consumers.

• Examples: distracting music, crowded aisles, colourful displays.

• Checkouts busy and stressful: consumers have less time and capacity to make rational choices, and increase impulse purchases.
Abundance increases purchases

*Doubling shelf space increases sales by 40%*

Source: Curhan RC, 1972
Placing products at eye-level triples sales compared to second or bottom shelf.
End aisle display increases sales 2-5 fold
Music affects purchasing without awareness

Comparing slow, fast and no music in supermarket:

• Fast music: Customers walked through the store faster and bought less

• Slow music: Sales receipts increased 38%

• Customers could not recall whether the music was fast or slow.

Restaurant menus

• Promote at the upper right-hand corner (people look there first)

• Use an anchor (a high price item makes everything else look like a bargain)

• Increase apparent value with multi-buy deals and portion sizes

Poundstone, 2009
Variety increases consumption

Subjects offered 3 different shapes of pasta ate 14% more than those offered only 1 shape

Source: Rolls BJ, Rowe EA, Rolls ET, 1982
Novelty attracts attention: 10,000+ new products introduced annually
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Online advertising in three leading markets, 2001-2010.

All products and services
Using children to market to each other – send Nestle their email address...
Percentage of children owning mobile phones by age group
UK, 2011
UK: Under-age use of Social Media pages

UK Ofcom 2011 Children and parents: media use and attitudes report
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A FRAMEWORK FOR IMPLEMENTING THE SET OF RECOMMENDATIONS on the marketing of foods and non-alcoholic beverages to children.

Foundations from a Pan American Health Organization Expert Consultation on Marketing of Food and Non-Alcoholic Beverages in the Americas.
ISSUES:
What is a ‘child’?
Which media need to be included?
Which food products to include and exclude?
Who is accountable?
…
ISSUE: What is a ‘child’?

Responsible marketing strategy to reduce risk:
… protect persons who have not reached an age when they are considered to be legally competent to protect their own welfare.

In practice

UK Ofcom: TV advertising to children under 16
Alcohol: Facebook: not to persons under 25
ISSUE: Which foods and beverages?

Strategy to reduce risk:
...promote only those products which conform to national and international dietary guidelines supporting WHO’s Global Strategy to prevent obesity and chronic disease.

In practice

UK Ofcom: FSA nutrient profiling system, reviewed and found ‘fit for purpose’, validated for UK diets

US: Interagency Group proposals (shelved?)

EU Pledge company commitments
ISSUE:
Who is accountable?

Strategy to reduce risk:
… a ‘duty of care’ by all participants in the marketing process, including media distributors, web hosts, service providers...

In practice:
EU: ‘Open Method of Coordination’ (name and shame)
ISO: International standards for good practices – defines ‘approved suppliers’ for government contracts
Marketing to children: research needs for policy development

- Effects of exposure on behaviour
- Age of being influenced
- Media which have an impact
- Social media vs actual age of child
- From marketing exposure to sales
Global market trends

Coca-Cola sales per person 2005-2012

- Pakistan
- India
- Egypt
- China
- Turkey
- Russia
- S Korea
- Brazil
- Thailand
- Mexico
- Chile
McDonald’s outlets in Middle Eastern countries

Number of outlets

- Bahrain
- Egypt
- Jordan
- Kuwait
- Saudi Arabia
Monitoring food environments

**INFORMAS** - International Network for Food and Obesity/NCD Research, Monitoring and Action Support

- Diet quality
- Prices
- Labels and claims
- Advertising and marketing
- Public sector catering
- Trade and investment
## Public sector policies and actions

How much progress have (international, national, state and local) governments made towards good practice in improving food environments and implementing obesity/NCDs prevention policies and actions? *(University of Auckland)*

## Private sector policies and actions

How are private sector organisations affecting food environments and influencing obesity/NCDs prevention efforts? *(Deakin University)*

### PROCESSES

<table>
<thead>
<tr>
<th>Food composition</th>
<th>Food labelling</th>
<th>Food marketing</th>
<th>Food provision</th>
<th>Food retail</th>
<th>Food prices</th>
<th>Food trade &amp; investment</th>
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</thead>
<tbody>
<tr>
<td>What is the nutrient composition of foods and non-alcoholic beverages? <em>(The George Institute)</em></td>
<td>What health-related labelling is present on foods and non-alcoholic beverages? <em>(University of Oxford)</em></td>
<td>What is the exposure and power of promotion of unhealthy foods and non-alcoholic beverages to different population groups? <em>(University of Wollongong)</em></td>
<td>What is the nutritional quality of foods and non-alcoholic beverages provided in different settings (e.g., schools, hospitals, workplaces)? <em>(University of Auckland)</em></td>
<td>What is the availability of healthy and unhealthy foods and non-alcoholic beverages in communities and within retail outlets? <em>(University of Auckland)</em></td>
<td>What is the relative price and affordability of ‘less healthy’ compared with ‘healthy’ diets, meals &amp; foods? <em>(Queensland University of Technology)</em></td>
<td>What are the impacts of trade and investment agreements on the healthiness of food environments? <em>(Australian National University)</em></td>
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### IMPACTS

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<tr>
<th>Population diet</th>
<th>Physiological &amp; metabolic risk factors</th>
<th>Health outcomes</th>
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<td>What is the quality of the diet of different population groups? <em>(University of Sao Paulo)</em></td>
<td>What are the burdens of obesity and other risk factors? <em>(WHO)</em></td>
<td>What are burdens of NCD morbidity and mortality? <em>(WHO)</em></td>
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### OUTCOMES

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<th>INFORMAS module structure</th>
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**ORGANISATIONS**

**PROCESSES**

**FOOD ENVIRONMENTS**

**IMPACTS**

**POPULATIONS**

**OUTCOMES**
Monitoring food environments

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- Diet quality
- Prices
- Labels and claims
- Advertising and marketing
- Public sector catering
- Trade and investment
- Government policies
- Private sector policies
Thank you

Tim Lobstein
tlobstein@iaso.org