



SWANSEA METROPOLITAN UNIVERSITY

PRIFYSGOL FETROPOLITAN ABERTAWE

Swansea Business School, Swansea Metropolitan University

Protecting Children

Tutors:

Steve Griffiths

steve.griffiths@smu.ac.uk

Caroline Jawad

caroline.jawad@smu.ac.uk

Assignment Title:	Cyber ethics	Management	Assignment No (x of x):	1 of 1
-------------------	-----------------	------------	-------------------------	--------

How to make your
strategy work in the US

Less is more – when to
focus on key products

The rise and rise of
commercial radio

On the kids' level

Why tweens need more than brand



The Chartered
Institute of Marketing

This magazine contributes to your CPD hours
Visit our website @ www.cim.co.uk

the Center for a New American Dream

Act Now Join Us About Us The Dream Action Network Campaigns and Programs Publications Kids About It Kids

Home's What's New Sitemap Kids

Just The Facts about Advertising and Marketing to Children

Kids and Commercialism

Painting Easellet Action Tips Post Your Ideas Post Show Kids Essay Contest More Resources Kids and Ads Pelt Talk to the Press Send An E-Card

Advertising Expenditures Spiral Upward

- In 2001 US advertising expenditures topped \$230 billion, more than doubling the \$105.97 billion spent in 1980. (1)



- Given that the 2000 Census reports 105 million households in America, this means that advertisers spend, on average of \$2,190 per year to reach one household. (2)

Ad Industry Spends Billions to Target Kids

- Marion Nestle, chair of the Department of Nutrition and Food Studies at New York University, estimate that \$13 billion a year is spent marketing to American children - by food and drink industries alone. Food advertising makes up about half of all advertising aimed at kids. (3)



WARC Bookstore

Page 1 of 5

Home View Checkout Tools Help

WARC Bookstore
Publications, Conferences and Online Services

WARC Products
Publications
Conferences
Online Services
Search

Publications
Search Text
GO

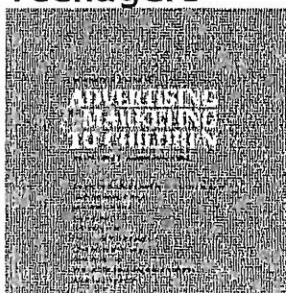
Title Listings
Alphabetical
By Author

Publications by Subject Area by Publication Type
Please Select... Please Select...

Advertising & Marketing to Children

Overview Contents Editors and Advisory Board Sample Article

New thinking, research and best practice advice for marketing to Kids, Tweens and Teenagers



Learn from the world's leading kids marketing experts:

- New ideas, thinking and approaches
- Research studies and techniques

Children and Media

Center for Digital Privacy

Press Releases

Publications and Reports

About CME

Privacy Policy

Center for Media Education
2120 1 Street, NW • Suite 200 • Washington, DC 20037 • 202-331-7811 • info@cme.org

Online Marketing Targeting Children and Youth

CME first drew attention to potentially harmful marketing and data collection practices on the Web with the release of the groundbreaking study, "**Web of Deception: Threats to Children from Online Marketing**," in 1996. CME continues to investigate the rapidly expanding children's online marketplace.

CME works with a broad spectrum of child advocacy, health, education, and parent groups to ensure that effective consumer safeguards are in place to protect children and youth online.

Online Marketing

CME's Work on this Issue

How You Can Help

Children's Online Privacy

Research Initiative

Online Privacy

Compensation for Kids TV

Digital TV

Media Education

Youth & Kids Media



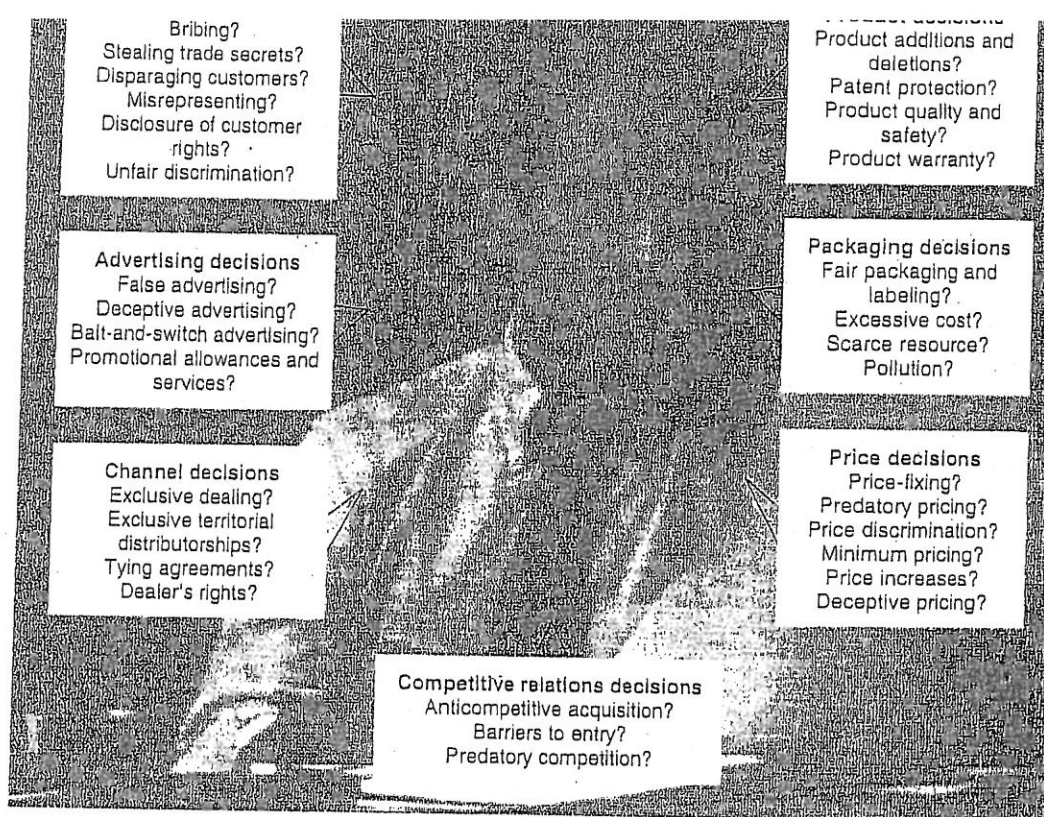
Welcome, SWANSEA INSTITUTE OF HIGHER EDUCATION. If you have additional logins please [click here](#).

Document Request
...Emerald Fulltext

④ search results

Title: Research note: marketing awareness in UK primary schools
Author(s): Chris Birch
Journal: Journal of Marketing Practice: Applied Marketing Science
Year: 1998 **Volume:** 4 **Number:** 2 **Page:** 57 -- p63
DOI: 10.1108/EUM000000000004486
Publisher: Emerald
Abstract: UK primary schools now operate in a competitive environment, with successful recruitment of children being critical to their ability to survive. A sample of primary schools from Staffordshire was questioned about marketing activity that took place within. It was found that whilst most recognised the importance of recruitment, few had any idea about planned and structured marketing activity. If those who manage schools can gain marketing skills and knowledge, they could well give their schools a clear competitive advantage in the future.
Keywords:Competitive Advantage; Marketing Activities; Marketing Management; Marketing Strategy; Schools
Article Type:Survey

7



Kotler P (2001)

Principles of Marketing, Prentice Hall

FIGURE 20.2 Major marketing decision areas that may be called into question under the law

Kids take control of the trolleys

Research carried out by The Children's Channel has shown that children greatly influence their parents when it comes to buying the weekly groceries, but some of the findings were surprisingly unpredictable.

MEG CARTER

Children could be the new saviours of the brand in the mounting battle against own-label, because, according to new research conducted for satellite broadcaster The Children's Channel, there is a heavy and increased bias towards branded goods when children accompany parents shopping. This reinforces the view that what appeals most to children are instantly recognisable, extensively advertised products.

The findings coincide with an increased debate about advertising aimed at children. Last week, the Advertising Association published a report that discredited previous research criticising advertising to children and the AA itself received flak from health campaigners, who accused the organisation of attempting to protect "vested interests" (*MW* October 28). And three weeks ago, the Independent Television Commission published new guidelines on food-product and slimming advertising to

children and adolescents (*MW* October 21).

But The Children's Channel research also questions the accuracy of the well-worn phrase "pester power". While children's influence is invariably portrayed as negative – encouraging parents to spend more and buy more sweet and sugary products – the research shows that in fact the value of expenditure often remains virtually unchanged. The difference lies in which products are bought and how many of these are, in fact, healthy.

Particularly surprising is the increase in toothbrushes, mouthwashes and health-conscious products bought when children accompany parents to the supermarket, not least in the light of mounting concern about child tooth decay because of increased sugar consumption.

But what will concern some brand owners is the number of household brand names which actually suffer when children are present. Sales of major cereals and soft drinks are

among those adversely affected.

Earlier this year The Children's Channel commissioned research company HPI to analyse more than 2,200 family supermarket bills from 450 households over a two-month period. This covered shopping trips when children were present as well as when they were not. All of those surveyed were of C1 or C2 demographic groups, subscribed to The Children's Channel and had offspring aged between two and 13 years. All sometimes shopped alone and sometimes with their children.

The results indicate that fathers spend up to 13 per cent more when shopping with their children. By contrast, mothers spend less: they increase their spend by an average £5 per trip when alone. While "pester power" is in evidence, mothers, it seems, are far more resistant, although they quickly balance the budget by dropping normal items from the shopping list to make room for unusual products bought at a child's request.

When the data was analysed by

Marketing Week 4 Nov 1994

8.

bread. More surprisingly, however, they also buy more non-chocolate cakes and fewer chocolate cakes, more shower gels, shampoos and conditioner and less soap.

Not surprisingly, sales of kids' favourites such as ice-cream, burgers, fish fingers and chips increase when kids are present. But items bought less frequently also include breakfast cereals, chocolate products, chewing gum and brown sauce.

Looking at cold drinks only, the data shows that own-brand colas and own-brand fruit carbonates are losers when children are present. But so too are Ribena, Tizer and Lucozade. While sales of Coke and Tango go up, sales of Pepsi Cola and Pepsi Max rise more significantly. Among squash purchases, own-label dominate, although Robinsons Squash and Robinsons Ready To Drink buck this trend. Sparkling apple juice is also a popular choice when children are present.

In the hot drinks sector, Brooke Bond PG Tips and Tetley Tea are brand winners, as are Kenco Coffee and Cadbury's Chocolate Drinks.

When toothcare products are analysed in isolation, it is clear that sales of mouthwash, toothbrushes, Macleans and own-label toothpaste increase with children present. But sales of all toothpaste, Colgate, Signal and Aquafresh in particular, diminish.

"These findings show that children influence what you buy, but not the amount you spend," says Children's Channel sales director David Harrison. "We knew children influenced parental shopping behaviour, but we didn't know in what way." The findings, he adds, are the first based on quantitative research into "pester power".

"The results will open up questions, and will not please everyone," he believes. "But we have taken time to check certain areas, to validate the data and, where only small movements have taken place, assess just how accurate this is."

Children are becoming an increasingly important retail force. The number of under-15s will grow by ten per cent this decade, according to a recent report by flavourings manufacturer Borthwicks. And by 1998, this age

pressure children can apply when shopping. According to a Henley Centre report published last autumn, 12 to 16-year-olds influence 75 per cent of UK parents when they shop for clothes, buy or rent videos, have a day out, or visit a travel agent to choose a holiday.

However the same report claimed that with virtually no knowledge of the historical development of brands, the perceived two-tier structure of lower quality, cheaper own-label products and higher quality, premium-priced brands just does not exist. To children, it claimed, all products are brands.

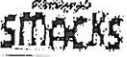
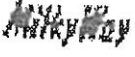
The latest findings will be used by The Children's Channel to develop its advertising business. Although available as part of the Sky Multi-Channels subscription package, between 25 and 30 per cent of its income is from advertising and the channel is working to expand this.

Fmcg remains a major area for Harrison, but he says that it is also important to develop other categories, notably household products and other items targeted at adults - housewives in particular. Only 58 per cent of The Children's Channel's audience is made up of children.

	Unethical	Ethical
Unprofitable		
Profitable		

Adapted from Verne Henderson, "The Ethical Side of Enterprise"

Table 1 Children's responses to brand logos

Logo for	% of children (3-6 yrs) who remember having seen the logo*	% of children (3-4 yrs) who can describe the product, having seen the logo	% increase from age 3 to age 6*
 Coca Cola	81	36	79
 Milka	77	68	16
 McDonald's	69	28	96
 Kinder	66	40	130
 Lego	60	20	70
 Nutella	56	-	113
 Birdseye	42	-	-
 Mercedes	41	-	-
 Playmobil	31	-	-
 Kellogg's Smacks	31	-	-
 Volkswagon	29	-	100
 Nivea	27	28	-
 Milky Way	15	-	-

Source: Iconkids & Youth brand research 1998

* Base: 100 children aged 3 to 6

Advertising & Marketing to Children January-March 2002

Dammner A & Middeldmann-Motz (2002)

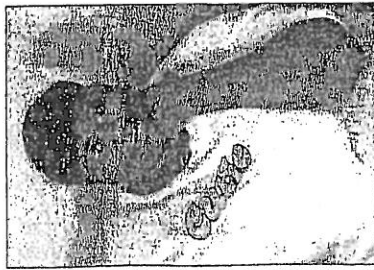
'I want the one with Harry Potter on it'

"Fad Society"



27

'Super-sized' teenagers sue McDonald's



Jazlyn Bradley, 19, says McDonald's is responsible for making her overweight.

by Ed Vulliamy
New York

GREGORY RHYMES, 15, has eaten at McDonald's almost every day since the age of six. His Macabiotic addiction has taken his weight to 400lbs, although he is only 5ft 6in tall. 'I normally order the Big Mac, fries, icecream or shake - I like to Super Size my orders,' he said. Gregory has developed diabetes.

Now Gregory, nine other children and their parents have become prime movers in a court case that could deal a significant blow to McDonald's, the already beleaguered burger giant.

The suit, filed in New York last week, claims that addiction to McDonald's has led to obesity. The core of the case is that the com-

pany does not provide the necessary information on the health risks associated with its food. This is the first such case against a food company to find its way into a courtroom. But for some time fast food firms have been dreading the moment when their liability for the crisis of obesity is called to account.

For McDonald's, the suit is especially ominous, coming on the slipstream of a 22 per cent drop in share price this year, 175 franchise closures, mass lay-offs in the US and overseas, and growing worldwide protest against nutritionally troublesome food. The company was recently forced to reduce the fatty content of some of its products, notably French fries.

Big American companies have become wary of such cases: the

multi-billion dollar settlement by tobacco companies began with a simple writ by a lawyer whose friend died of lung cancer.

Rhymes' mother, Ruth, claims that she would not have let her son gorge himself if she had known the food contained such high levels of fat, cholesterol and salt. 'I always believed McDonald's food was healthy for my son,' she said.

Other teenagers filing suit have similar stories. Jazlyn Bradley, 19, of Brooklyn, told the *New York Times* how she starts the day with a Super Sized McMuffin, and ends it with a Big Mac and an apple pie. The diet piled 270lb onto her 5ft 6in frame. Ashley Perlman, 14, is more of a Happy Meal girl; she likes to collect the heavily marketed free toys that come with the food.

The suits dovetail into a sharp rise in obesity in America. More than half of US adults were judged overweight by recent research; serious obesity now accounts for 290,000 deaths a year, 11 per cent of children are obese. The low price of junk food means the disease is generally entwined with poverty.

The suit has been filed against both the multinational company and the teenagers' favourite local franchises - one on Bruckner Boulevard, made famous by Tom Wolfe's *Bonfire of the Vanities*.

Their lawyer, Samuel Hirsch, said in court on Wednesday: 'McDonald's has the information that a child consuming this food more than one time a week may result in a child developing juvenile diabetes. It's become an insipid,

toxic kind of thing... Nobody thinks that going to McDonald's can be unhealthy because they promote their foods as healthy.'

Hirsch said McDonald's had targeted young people with offers of toys. 'Young people are not in a position to make a choice after the onslaught of advertising and promotions,' he said.

The writ also invokes the bitter and public row between McDonald's France and the parent US company over a decision by the former to advise customers to limit consumption.

McDonald's came under the spotlight after the publication of a book called *Fast Food Nation* by Eric Schlosser last year, and is bracing itself for another volume next January. *Fat Land: How*

Americans Became the Fattest People in the World, by Greg Crister, which is reportedly even more pessimistic and accusatory.

McDonald's has outwardly responded with derision. 'No one cares more about children than McDonald's,' spokesman Walt Riker said. Their lawyer, Brad Ler-

man, has filed a motion to have the suit dismissed, calling it 'trivialous'. 'The understanding and comprehension of what hamburgers and French fries do has been with us for a long time,' he told Judge

Robert Sweet, who has reserved a decision on whether to allow the suit to proceed. 'People do not go to sleep thin and wake up next day suddenly obese. They realise it when their clothes are too tight and their pants don't fit.'

Barbie is banned from Russia, without love

The doll's outrageous curves are corrupting the minds of children, says President Putin who wants to promote 'wholesome' values instead, reports **Nick Paton Walsh** in Moscow

AN UNEASILY busy plastic doll, known for her lavish tastes and docile boyfriend, is an unlikely enemy of the Russian state. But Barbie, along with a host of Western toys, faces the wrath of the Kremlin for contaminating the young minds of Russia. The Russian Ministry of Education has included Barbie along with a list of other toys and games, such as Pokémon, that face a ban because of the supposedly harmful effects they have on the minds of young children. Barbie, in particular, is under fire because the doll is thought to awaken sexual impulses in the minds of the very young, and encourage consumerism among Russian infants.

The move will be seen as part of the Kremlin's attempts to control the sense of identity of young Russians. Russian President Vladimir Putin is keen to foster ideals of family and patriotism alongside the belief that Russia was, and can be again, a great imperial power.

The Ministry sent a request to the Russian Government this month to create a special commission to examine the psychological effects of toys and games which have gained the same cult

A council of experts was created in December, whose first results decreed that Pokémon cards, which have gained the same cult



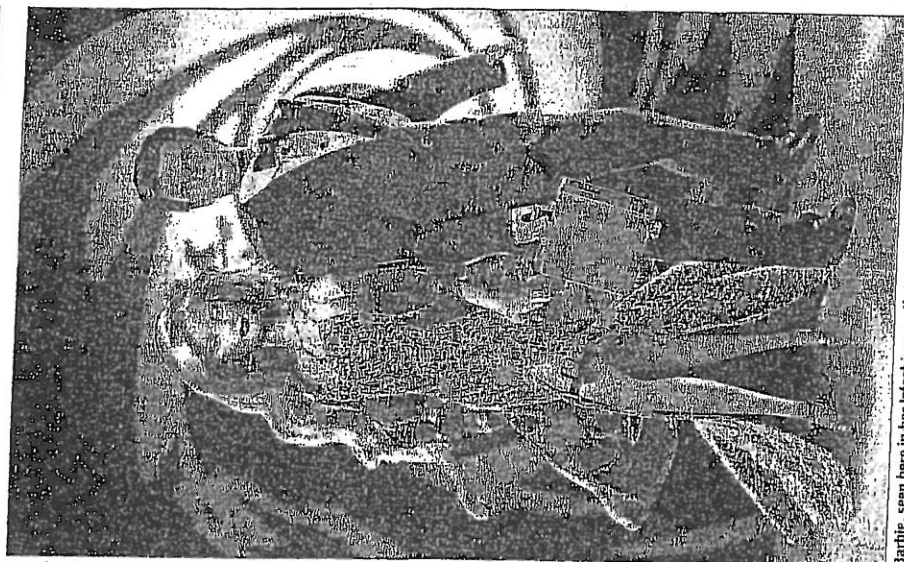
President Vladimir Putin wants children to play with more traditional toys, such as this pig, instead of 'harmful' Western imports. Reuters

responsible for this. This is where state regulation must be. But she acknowledges that Barbie dominates the Russian toy market. 'Barbie has removed all other kinds of doll. It is being bought for two- to four-year-old children when it is meant for seven- to eight-year-old girls.'

Grishayeva said Barbie could spoil early development in a child and may be fostering Western paranoia about slim figures on Russian females at an early age. 'The doll creates a particular idea about body image,' she added. 'Young children try to correspond and dreaming of growing up to be two metres tall, with slim hips, and huge breasts. My advice to Barbie producers would be to offer lots of different body types.'

The government answer to Barbie, Ken, and their assorted paraphernalia, has been Natasha and Dima. Boris Bukharov, Deputy Director of Science at the Moscow Institute of Toys, said: 'They were recently put into production, along with a daughter, a friend, and a complete set of furniture.' He admitted: 'Our dolls still suffer from a lack of glamour and diversity.'

Natasha and Dima are the latest in a long series of Russian replacements for their popular Western counterparts. After a three-year ousting from television by the Teletubbies, the beloved Fila the dog, Khrusha the pig, and Stepaasha the hare returned to Russian television last year, due to popular demand. Since the break-up of the Soviet Union,



Barbie, seen here in her latest incarnation as a Bond girl, is teaching children unrealistic ideals of feminine body shape and beauty, fear Russian politicians.

Santa Claus reigned large in Russia, until Russian authorities produced Dred Moros, Grandfather Frost, who usurped the man from Lapland with his own legend in which a figure based on the Russian Saint Nicholas lives in Velikiy Ustuk, in northern Russia. The Kremlin has recently tried to extend its control over other fields of Russian entertainment, the Ministry of Culture announcing that vital state funding would be given in preference to films of a patriotic nature. The state film industry has suggested limiting the number of Hollywood films aired in Russia. Putin is also considered close to creating a post for a high-profile Minister of Youth, to steer Russia's youth towards his set of 'wholesome' ideals.

**Helen Seaford (2001) Children and Childhood: Perceptions and Realities,
The Political Quarterly, Vol ?, No ?, pp 454-465**

“Our understanding of children and childhood is important, because it affects the way we treat children and young people and it influences how we believe they should be treated”. P454

She believes that children are under increasing pressure. If we do not consider them to be “children” they are liable to be ill-treated.

Alternative concepts are:

- Children as “mini-adults”
- Children as “future adults”

The “Aries-Postman Thesis” argues that childhood was invented post 1762 with Rousseau’s “Emile”. Previously, apart from very young children, they worked and socialised with adults and were not differentiated.

The 19th century romanticised them. 1830s Factory Acts protected them (except post 13 year olds were considered adults!).

Danger of this apparently child sensitive view, that “The child is the vantage point from which to offer critiques of society” rather than a genuine concern e.g. what if children saw it...re porn ...ban smoking because children might be tempted etc (my examples).

Yet there are “substantive differences between children and adults which seem to be shrinking”.

Children are different, free of responsibility, act emotionally not rationally, live in the present, do not consider the future, as well as having less knowledge and experience.

Need to value the child for themselves not as a future or mini-adult. (Similar to Kant, “treat people as an end, not as a means” SG).

John Locke- child is a person not possession, has rights (the normal ones that adults would expect, but also additional, related to the way in which they are different from adults).

Causes of the increased pressure on children:

- **New Communications Technology**-TV, 5hrs per day, 72% working class children have one in their bedroom
- **Consumerism**-children watch 18000 ads pa, Stephen Colgrave (Saatchi & Saatchi) “Children are much easier to reach with advertisements. They pick up on it fast and quite often we can exploit that relationship and get them to pester their parents” p458...the “tartlet market”!

- **Extension of Education-** 74% of children stay in school until 18, the target is to get 50% to go to HE, 61% of 3-4 year olds attend school-young people stay in dependency relationships with parents longer, schools become a marketing ground? Empowers children?

Solutions?

UN Convention on the Rights of the Child (UNCRC)

“the UK law is “riddled with confusion and inconsistency” p 462

e.g. 10yrs Criminal, 14 give unsworn evidence, 5yrs alcohol, 12 buy a pet, 16 fly an aircraft, 18 drive a car??, 16 loses right to live with parents, but only at 18 can have own tenancy, 25yrs full income support and so on.....

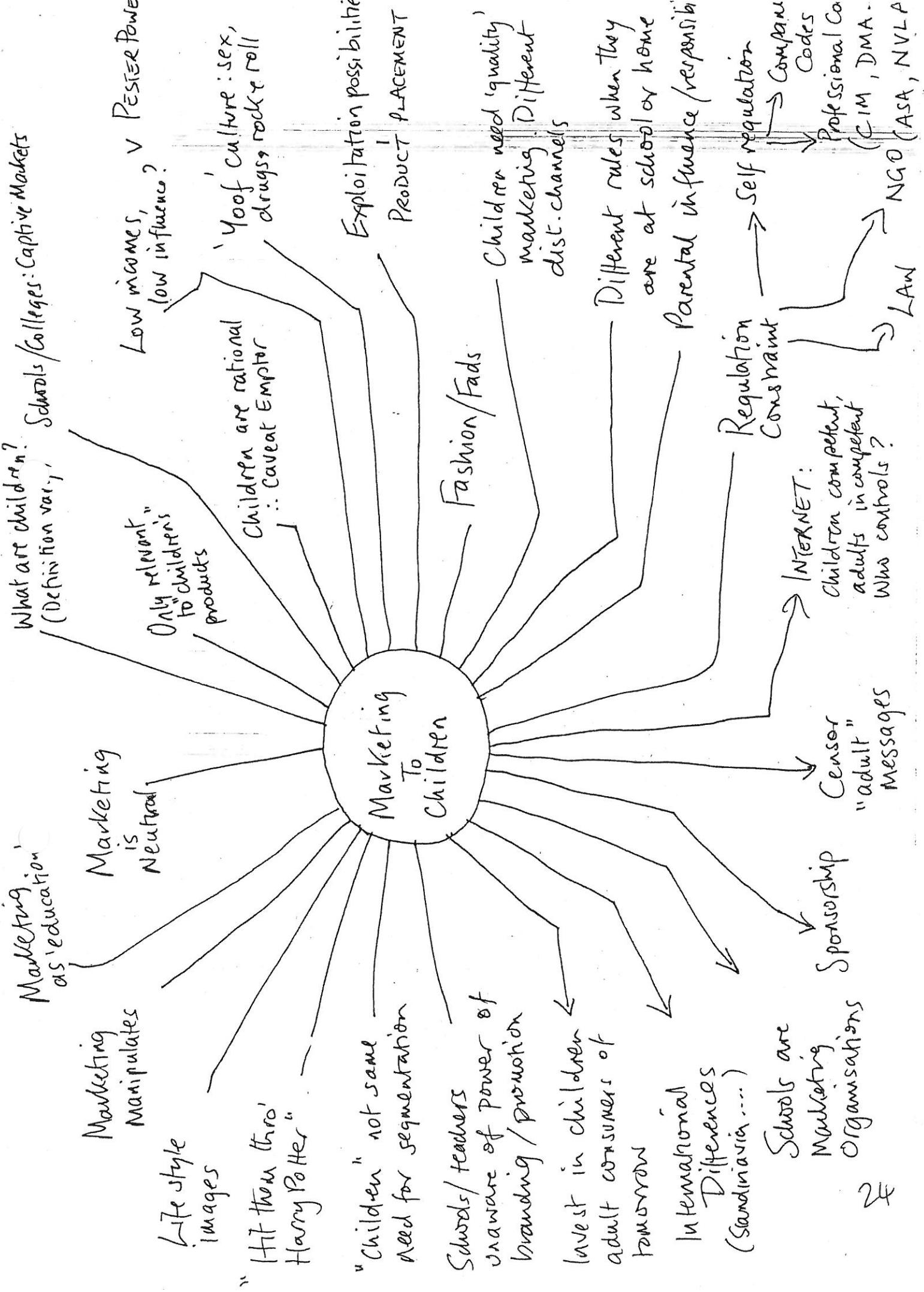
1989 Children Act-gives protection, interests of the child, views of the child being respected.

But what use legal protection if no access to the law, legal aid/knowledge etc?

No Bibliography! Reads as a bit of a polemical/ political, rather than “academic” argument, however not bad at testing some ideas on the definition of children.

Steve Griffiths

March 2003



Internet use by Children; Need for Protection/Regulation?

1. What is the problem?

Some might argue there is no problem. Children can look after themselves (perhaps they are more IT literate than adults). However most systems of ethics and cultures believe that children can not be fully responsible as they are developing intelligence and the ability to look after themselves. Interestingly the age of consent could be different for different activities or different cultures. Some psychologists believe that by the age of 9 children in the west can differentiate adverts and know that they are being sold something. By 16 they are as competent as adults. This might not be true for developing world nations where exposure to advertising is less intense and/or sophisticated. It might mean a differentiated solution/ suggestions from you, depending what and where you are selling your goods or services.

Typical areas we feel children need protection from:

Porn -	BUT What about?
	x Personal choice
Games -	x Protect people from themselves
Chat Games –	SHOULD WE CENSOR?
Violence-	DOES IT WORK?

Who is the moral “Agent” – Narrow (the child)...Wider (parents, society). This could be important to defining the problem and solutions.

Design of web site “entice” “entrap” Give evidence. Put a web site in the appendix, analyse it in the text.

“Children” – different cultures regard and respect children in different ways. The West invented the teenager in the 1950s. Which category do they come under?

- different activities become legal at different ages in different countries. How can business cope with this?....

Targeting –fair practice or is it manipulative

“Eyes of the viewer...interpretation”. Different interpretations may be valid. You need to rehearse the arguments on both sides, with as much evidence as possible.

“If I don’t sell it someone else will”. Is this legitimate defence since the outcome (consequentialism) will be the same?

2.Sources of information?

We discussed various sources. You may use them all but be aware of the different status in terms of objectivity, reliability of them. Few resources are unbiased.

Academic....	Professional
Media	Point of view
Pressure Groups	Codes of Ethics
Government....	

3.Examples of good and bad practice?

These were discussed

4.How do you decide the answer to question 3?

Narrow CSR (Friedman). Is it ‘Legal’ ? But whose law?

Ethics is wider than the law....according to Freeman

Deontological v Teleological

Motives v Consequences

5. What issues are general or Internet specific?

Internet new morality? Or Use the old morality and give it a new application?

See the Lessig v Bowie debate on Piracy but this could be duplicated for any topic area. Please borrow debates from other areas to strengthen your case.

Moral Relativism-changing morality over time or cultures to suit new needs. Condemned by those who have strong faith who believe in strict immutable certainties

6. What are the solutions?

Change the Law, Code, Training, Education , Culture (society and/or companies)

Stahl (2000) - “talk” is needed between the parties to provide understanding so that solutions might be negotiated

Or pessimistically is the Internet

‘Uncontrollable’ so we are going to have to live with the disadvantages (perhaps compensated by all the good things the Internet gives us).

In your group decide on your answers to these questions.