

Adolescent's real-time exposure to unhealthy food marketing on social media – the CLICKBITE study

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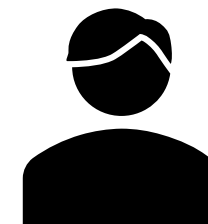
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CLICKBITE study



C Comprehend
the digital ecosystem

L Landscape of
campaigns

I Investigate exposure

C Capture on-screen

K Knowledge sharing

We described the lol
regulatory
landscape

We analysed 20
food brands' social
media campaigns

We recorded screens of 38 children aged 13
to 17 yo, while they scrolled through their
social media

Advisory group of
children

We talked to 49
parents and 175
children

We interviewed 15
advertisers

We estimated their average exposure to all
food content, all marketing and food
marketing

Advisory group of
parents

We explored
children's digital
media practices

We analysed marketing strategies used in
this content

Advisory group of
global experts

Global and lol
digital/marketing
systems and trends

Dissemination to
key stakeholders
(nationally, EU,
global level)



Objectives of the Screen Capture study

- To identify the food marketing adolescents are exposed to in their preferred social media and specifically, to examine its
 - extent
 - source
 - nutrient profile (to determine its eligibility to be marketed to children)
 - power
- To identify participants' interaction with marketing viewed, and their recall of it



WHO protocols and templates



SUPPLEMENT ARTICLE | Free Access

Rising to the challenge: Introducing protocols to monitor food marketing to children from the World Health Organization Regional Office for Europe

[Mimi Tatlow-Golden](#), [Jo Jewell](#), [Olga Zhiteneva](#), [Kremlin Wickramasinghe](#), [João Breda](#) [Emma Boyland](#)

First published: 28 June 2021 | <https://doi.org/10.1111/obr.13212> | VIEW METRICS

CLICK



Europe



Home / Tools and toolkits / Monitoring of Marketing of Unhealthy Products to Children and Adolescents – Protocols and Templates

Monitoring of Marketing of Unhealthy Products to Children and Adolescents – Protocols and Templates

[Introduction](#)

[Food marketing monitoring guidance and support](#)

[1. Food marketing monitoring in all media](#)

[2. TV Monitoring Protocol and Templates](#)

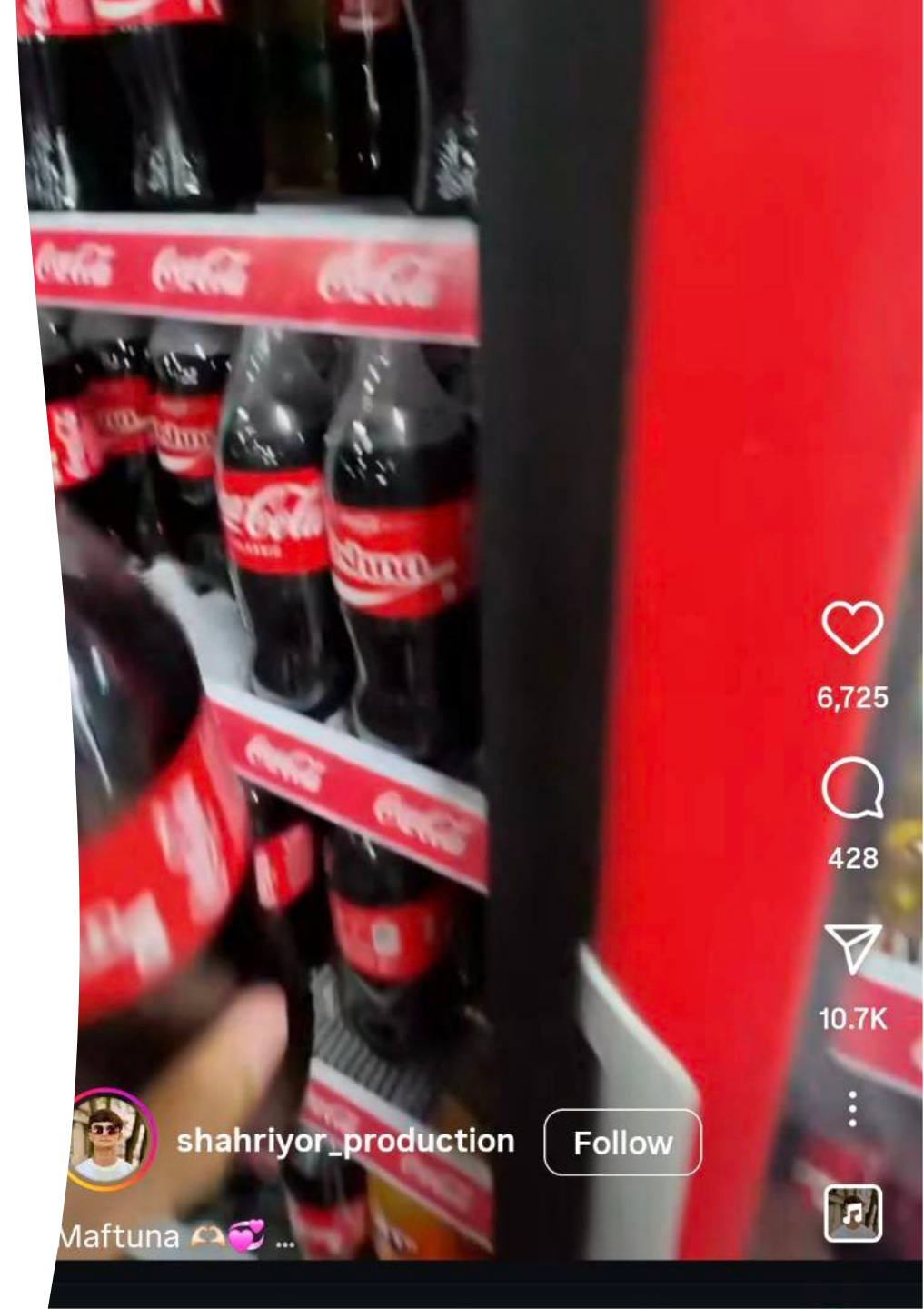
[3. Internet Monitoring Protocol and Templates](#)

[References](#)



Screen Capture Study - Methods

- **38 adolescents (13-17 yrs)** from Island of Ireland
- **30 min** recording each, viewing favourite social media sites
- De-identified recordings
- Content coded per WHO protocol
 - Classified if 'permitted' for marketing to children per WHO Euro Nutrient Profile Model
- Calculated time viewing each post
- Also manually identified **all marketing** (non-food), other **harmful ads** (tobacco, alcohol, breast-milk substitutes) and **all food** (un/branded)



Classifying marketing

Clear-cut marketing

- **Paid** - disclosure such as “ad”, “sponsored”, etc.
- **Owned** – post generated by a brand that was not paid to appear on user’s feed (no disclosure)
- **Influencer** - post by a user with over 10,000 followers (micro-influencers), with a clear disclosure, or a sustained focus on product(s)/ brand(s)

Other branded content

- **User generated** – posts by users with under 10,000 followers or users we could not identify on social media.
- **Branded food in other content** – e.g. food not main focus in influencer post or food in entertainment content
- **Other** – where we could not verify the source of the post e.g. in Instagram’s Explore feature

Unhealthy food marketing by type

Types of marketing	Healthier		Unhealthy	
Rates (per child per hour)	n	rate	n	rate
Paid-for ad	36	1.9	110	5.8
User generated	13	0.7	65	3.4
Owned	1	0.1	74	3.9
Influencer marketing	5	0.3	113	5.9
Other branded food content	5	0.3	50	2.6

WHO-Euro NPM

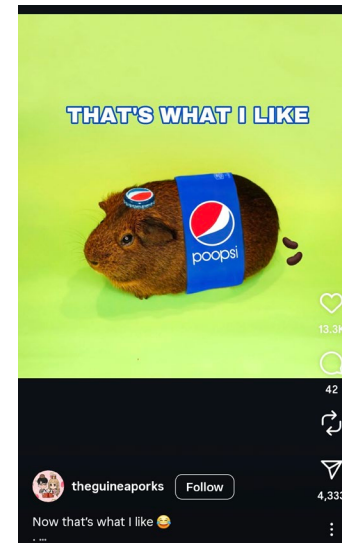
- 19 hrs recording
- 585 branded food posts
 - 89% were 'not permitted' to be marketed to children



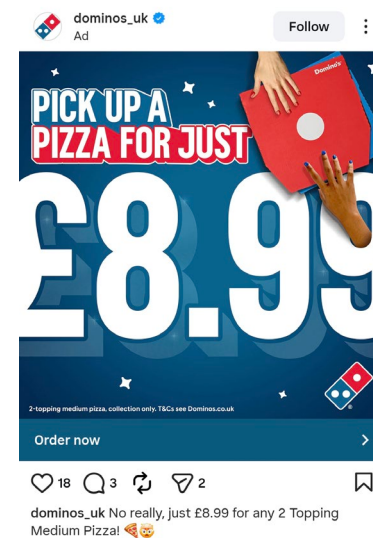
Owned



Influencer ad



Other



Paid-for



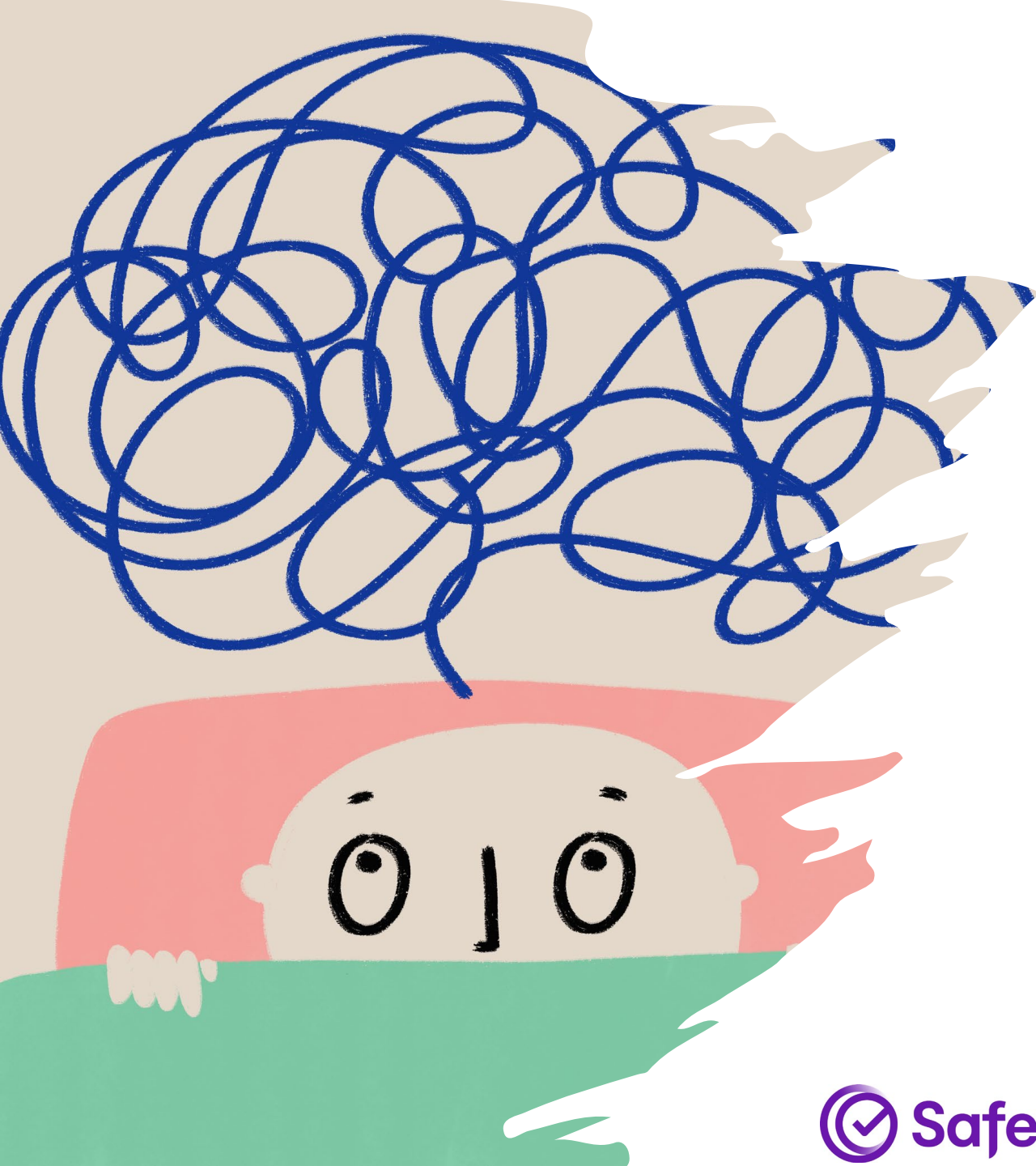
User-generated

Children are bombarded by unhealthy food ads

- Unhealthy food ad every 3 minutes
- Nearly **14K unhealthy food ads per year** (2 h/day social media)
- One “healthier” food ad every 25 minutes
- Marketing landscape: **large international brands**
 - McDonald’s, Wingstop, Raising Cane’s
 - Cadbury, Oreo, Coca-Cola, Lucozade, Nestle, Nutella, Lidl

Note: “healthier” food!?





Recall

All branded content

- Unprompted, recalled 8.1% (n=47) of branded food posts and 9.3% of marketing (n=40).
- After prompts, this rose to 24.2% (n=141) of branded food posts and 28.3% (n=122) of marketing.

Unhealthy food branded content

- branded food content - 10.2% (n=42) recalled unprompted; 27.2% (n=112) after prompting
- Marketing - 12.1% (n=36) and 33% (n=98) prompted.

Engagement and viewing time

- Nearly 30% of branded food (n=172) posts received some engagement
- The most common - “liking”, 19.6% of all food posts; click on the post (7.6%)
- Most frequently interacted with user-generated branded content (47.2%) and influencer marketing (43.6%)
- Only 7.5% of paid ads and 26.2% of owned marketing with interaction

Avg time spent viewing post

- Avg only 3 seconds viewing a paid food ad
- For influencer marketing 15 sec
- Other forms of branded food 7-10 seconds





Influencer posts

Teens spent **5 times longer viewing influencer marketing** than paid food ads (15 sec vs 3 sec)

They liked, shared, commented re influencer marketing **6 times more often than paid ads**

(43.6% posts vs 7.5%)





Summary

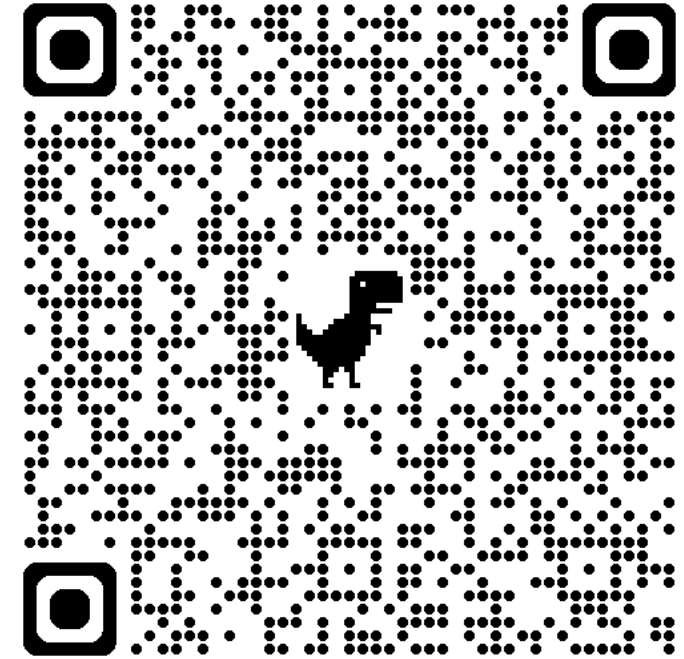
- For the first time in the EU, we've recorded unhealthy food marketing children in Ireland actually see on social media
- Unhealthy ads **every 3 min** vs healthy every 25 min
- These figures are *underestimates* (gaming, apps etc. AND we defined 'influencers' quite conservatively)
- **Powerful creative strategies** appealing to children
- Children are most drawn to influencer content, engage with it the most
 - Engaged with **44% of influencer food marketing posts** and only 7.5% of paid ads
- Regulation of online food marketing is needed: self-regulation is not a solution.

Thank you 😊

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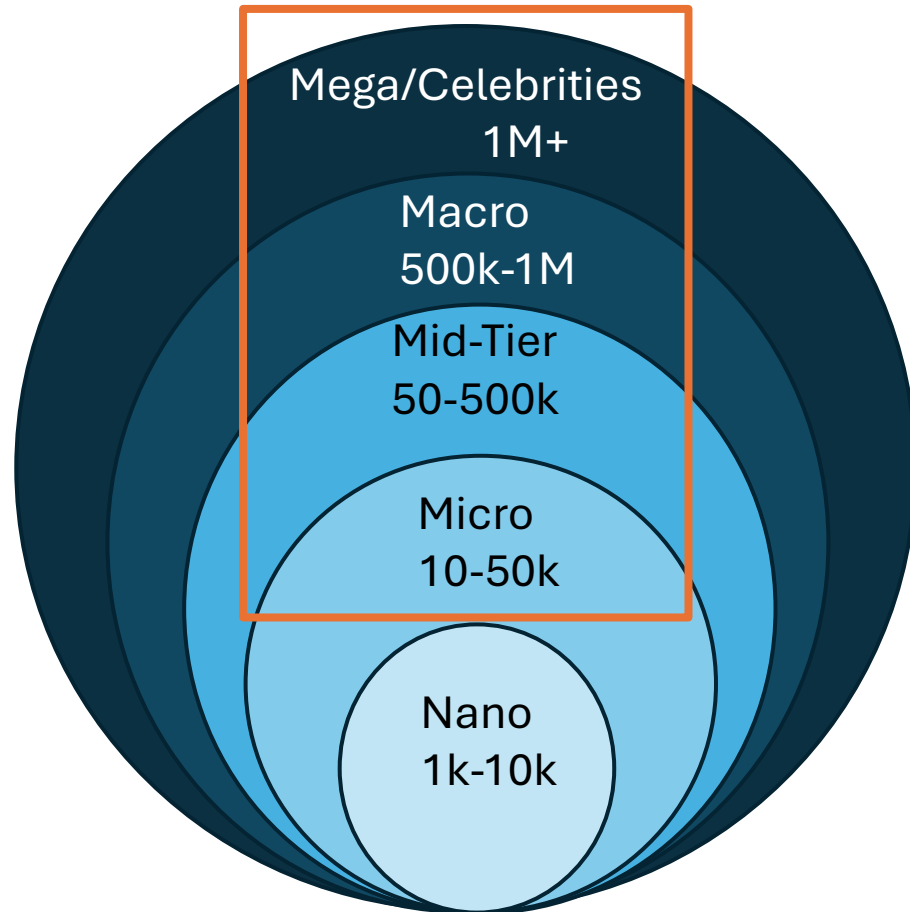


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EXTRAS

Rise of micro- and nano-influencers



CLICKBITE influencer counts are conservative

Defined as:

- **Micro-influencers**
- intent to market/advertise
 - **clear disclosure** (e.g., #Ad), or
 - **sustained focus on product(s)/ brand(s) & qualities**

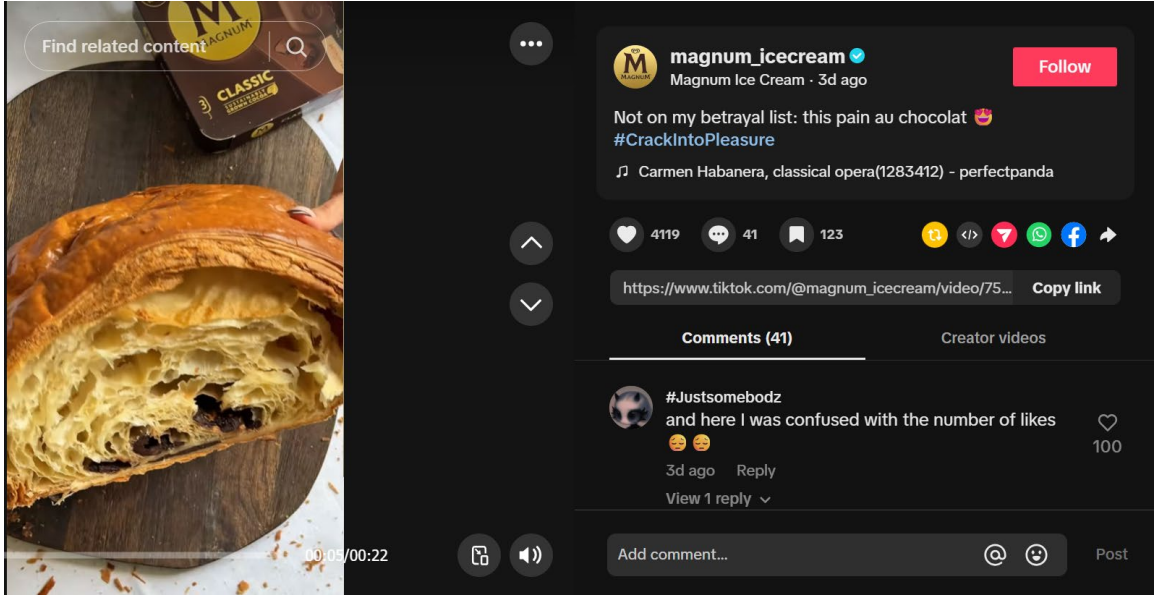


Marketing by age and gender

- **Boys and girls did not differ significantly** in the proportions of unhealthy food ads they were exposed to (n= 38, 90.5% vs n=259, 87.2% respectively), compared to healthy food ads (p = 0.55)
- Older children (≥ 15 yo), compared to younger (12-14yo), saw significantly more food ads overall (mean **23 vs 11 posts per hour**) and more 'not permitted' food ads (median **20 vs 9 posts** per hour)
- No significant difference between age groups in the likelihood of food ads in social media being unhealthy.



Appeal	n	%
Taste	148	34.3
Brand logo(s)	82	19.0
Celebrity endorsers	63	14.6
Recipe	61	14.1
Friendship	60	13.9
Enjoyment/ satisfaction	58	13.4
Humour	44	10.2
Tag (within platform)	41	9.5
Fun	37	8.6
Links to social media platforms #	34	7.9
New product/ Relaunch	31	7.2



Types of marketing	Total			Permitted			Not permitted			Unclassified	
Rates (per child per hour)	n	rate	Range	n	rate	range	n	rate	range	n	%
Paid-for ad	161	8.5		36	1.9		110	5.8		15	9.3
User generated	89	4.7		13	0.7		65	3.4		11	12.4
Owned	130	6.8		1	0.1		74	3.9		55	42.3
Influencer marketing	140	7.4		5	0.3		113	5.9		22	15.7
Other branded food content	62	3.3		5	0.3		50	2.6		7	11.3



milliegracecourt 9w

Are we compatible?👀

You can find out if you're the perfect match for someone by taking the @cadburyuk Creme Egg compatibility test over on their Instagram. They taste so good that Liam doesn't like to waste no time 🤔🍫

#AD #CremeEgg #HowDoYouEatYours



burgerkingpolska • Follow

burgerkingpolska Są tacy, którzy wolą sałatkę z tofu. Są tacy, którzy chcą burgera z ogniem, bekonem, jajkiem i charakterem. 🍷 My jesteśmy dla tych drugih! 🍷

Edited · 4w See translation

pblejder 4w 1 like Reply

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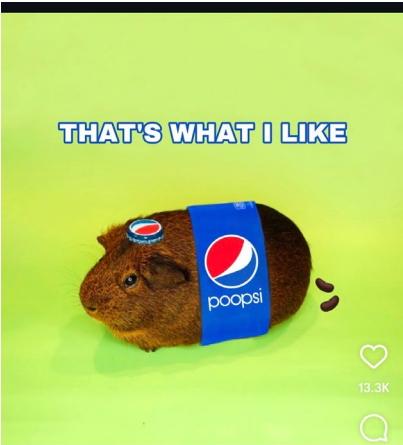
202 likes July 6

Add a comment...



6/20

36 1



theaguineaporks Follow

Now that's what I like 🤔

4,333

Type of branded content	Total			Permitted			Not permitted			Unclassified	
Rates (per child per hour)	n	rate	Range	n	rate	range	n	rate	range	n	%
All paid for marketing	1129	59.4	0-218	NA	NA	NA	NA	NA	NA	NA	NA
Branded food content	582	30.6	2-108	60	3.2		412	21.7		110	18.9
Food marketing	431	22.7	0-88	42.0	2.2	0-8	297.0	15.6	0-30	92.0	21.3
Food marketing with imputed data	431	22.7	NA	46	2.4	NA	365	19.2	NA	6	1.4

- **Every 3 minutes** unhealthy food ad
- Assuming 2 hrs daily social media use = nearly **14K unhealthy food ads per year** (over 31K per year if 4.5h)
- One healthy food ad **every 25 minutes**

