

An Evolving Approach towards Advertising to Younger Children

Current Industry Efforts to Market Foods to Help Improve Children's Health, Including Changes in Advertising and Marketing

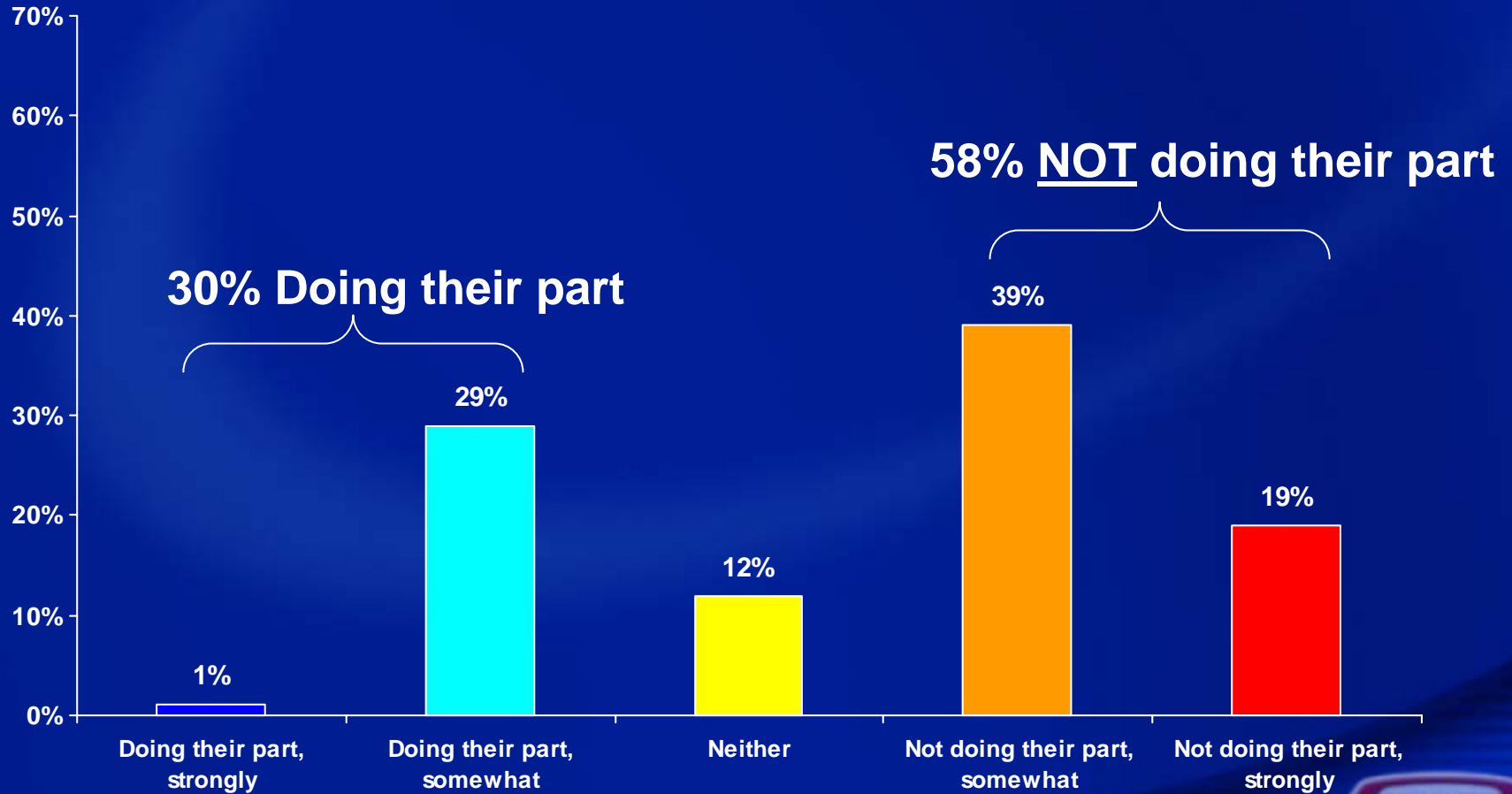
Mark Berlind, EVP, Global Corporate Affairs

Kraft Foods



Respondents feel that packaged food companies are not doing their part to address obesity

Do you or do you NOT think that packaged food companies are doing their part to help address the obesity problem?



Advertising to Younger Children

Kraft Initiatives

- No advertising or promotion in schools
- In-school vending nutrition standards
- No advertising in TV, radio and print that primarily reaches children under age 6
- Shifting the mix of products advertised on TV, radio and in print vehicles seen primarily by children ages 6-11



Sensible Solution Flag



- Easier to identify better-for-you products
- Specific nutritional criteria
- Key driver of new product development



Techniques that Work

What Doesn't Work?

- Lecturing about nutrition
- “Parent” benefits that aren't relevant to kids
- Messages that are Boring/Not Fun

What Does Work?

- Being your best
- Having energy for school and play
- Keeping messages cool and fun

