

Marketing characterization of food and beverage on broadcast television.

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BACKGROUND

- Mexico registered in a short period an unprecedented increase in the prevalence of non-communicable chronic diseases related to nutrition in different age groups. Assessment of food and beverages on the main broadcast television channels to document the marketing strategies used in television.

METHODS

600 hours were recorded from December 2012 to April 2013 of Mexican broadcast TV in the channels with higher rating at a national level (channel 2, 5, 13 and 7).

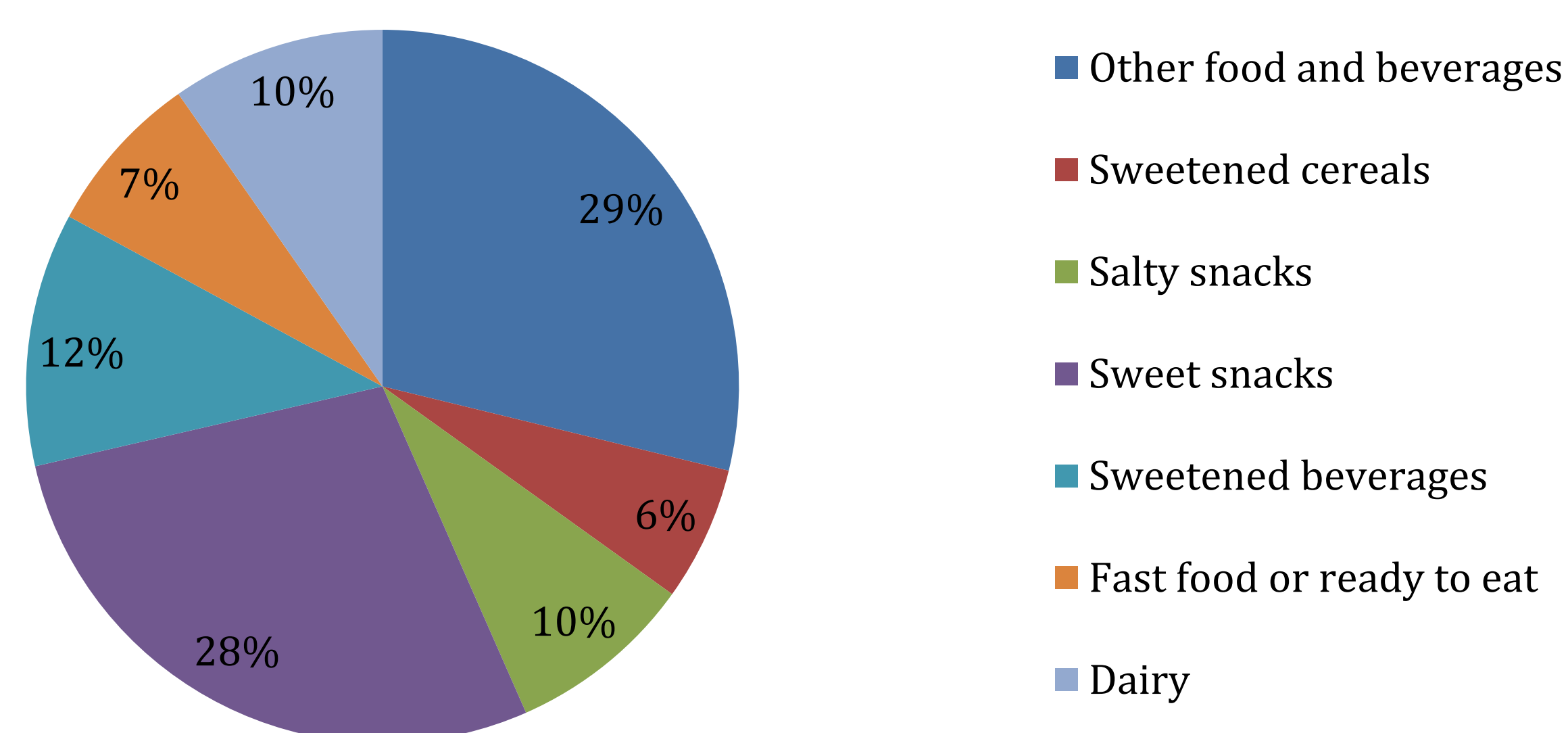
For each channel 10 days of recording were done from 7 am to 10 pm. The recording was done using 4 digital T.V. adaptors. For codification, a manual developed by the Rudd Center for Food Policy & Obesity was used.

For the analysis, all food and beverages were categorized in 9 groups: sweetened cereals, sweetened beverages, sweet snacks, salty snacks, fast food, alcoholic beverages, dairy, water, and others.

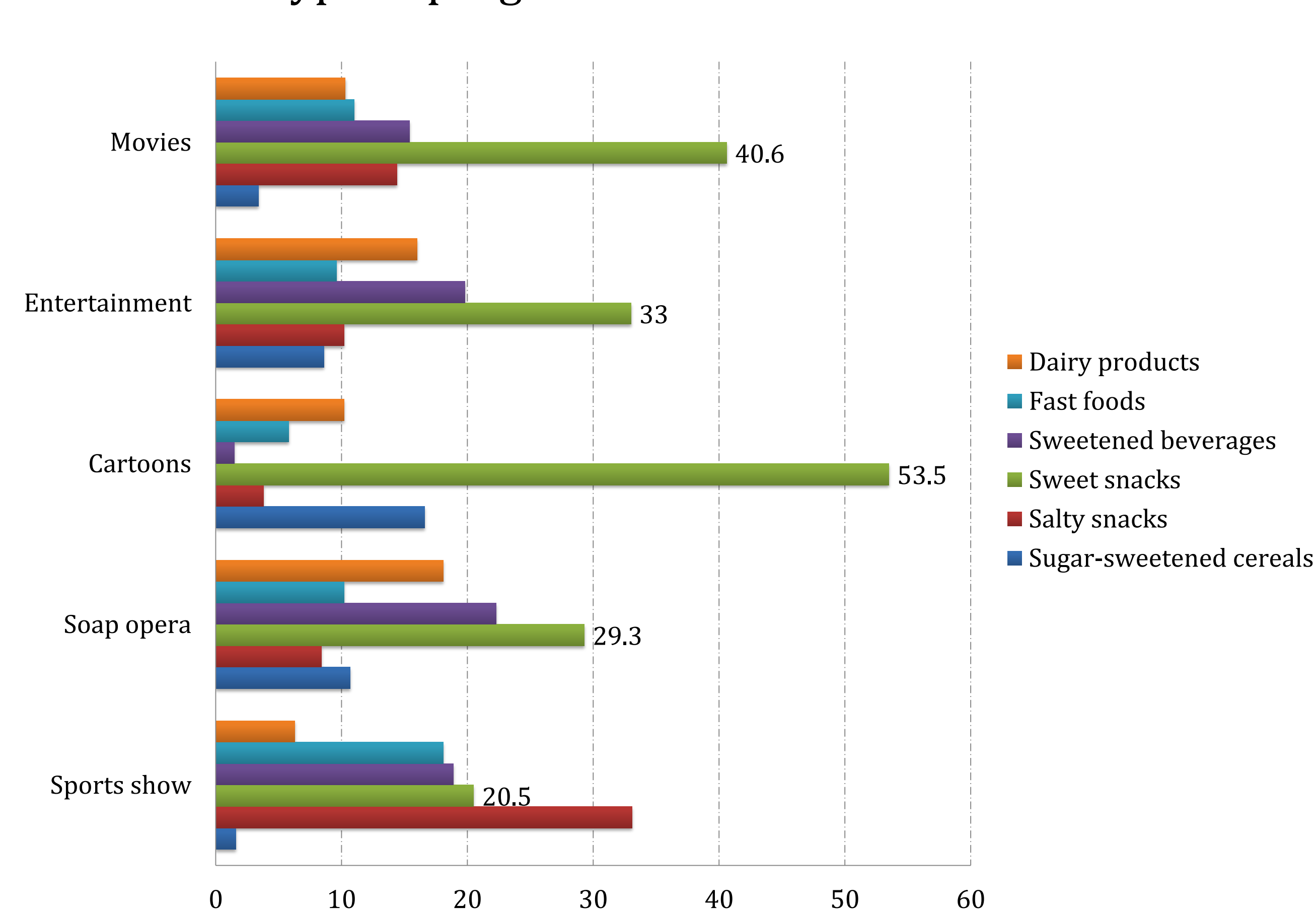
RESULTS

- Variability in the percentage of food and beverage ads is differential by period and day of recording. In non-vacational period there is more publicity than in vacation period, 27.7 vs 20.2%.
- A total of 12,311 ads were registered from which 23.3% were of foods and beverages.
- Sweet snacks were the main food group marketed (27.3%); in second place sweetened beverages (11.5%) and in third place dairy products (9.5%) (Graph 1).
- Sweet snacks is highly advertised during children's program 53.5%.

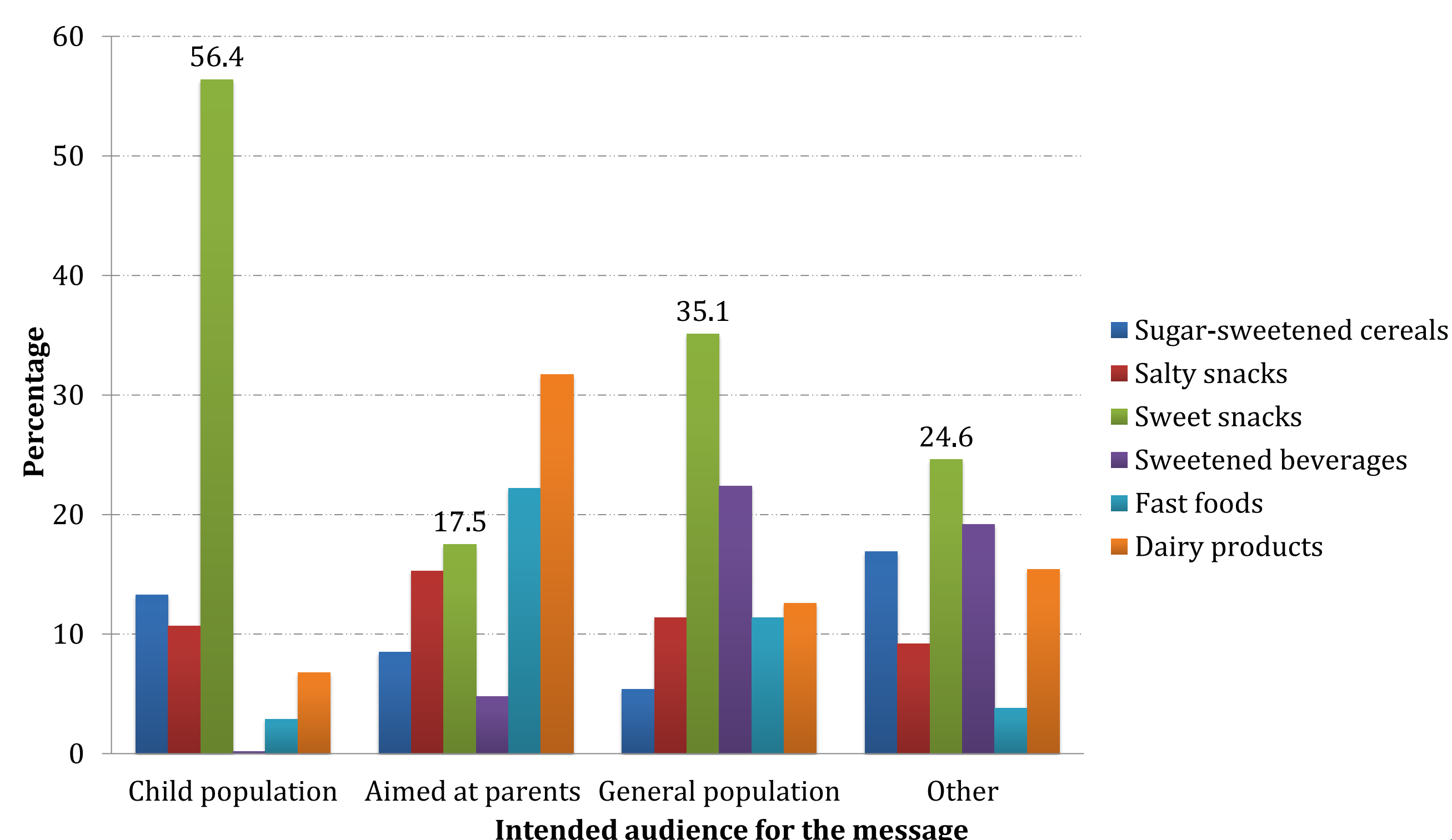
Graph 1. Percentage distribution by food and beverage group advertised on broadcast TV.



Graph 2. Percentage distribution by group of food and type of program of the ads on broadcast TV.



Graph 3. Characteristics of the food groups according to the intended audience for the message



CONCLUSIONS

- Considering that food and beverage marketing has influence on consumption of food with very little or non-nutritional value regulation is required.