

Synergy of food and beverage advertising in different contexts: public, private and communication media in Mexico.

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BACKGROUND

Numerous research demonstrate the complex multifactorial etiology and nature of overweight and obesity, being implicated other elements in which individuals have little or no possibility to change, representing in many cases a higher risk for health at the epidemiological level.

OBJECTIVE

- Determine the food and beverage advertising in different communication media, private and public places.

METHODS

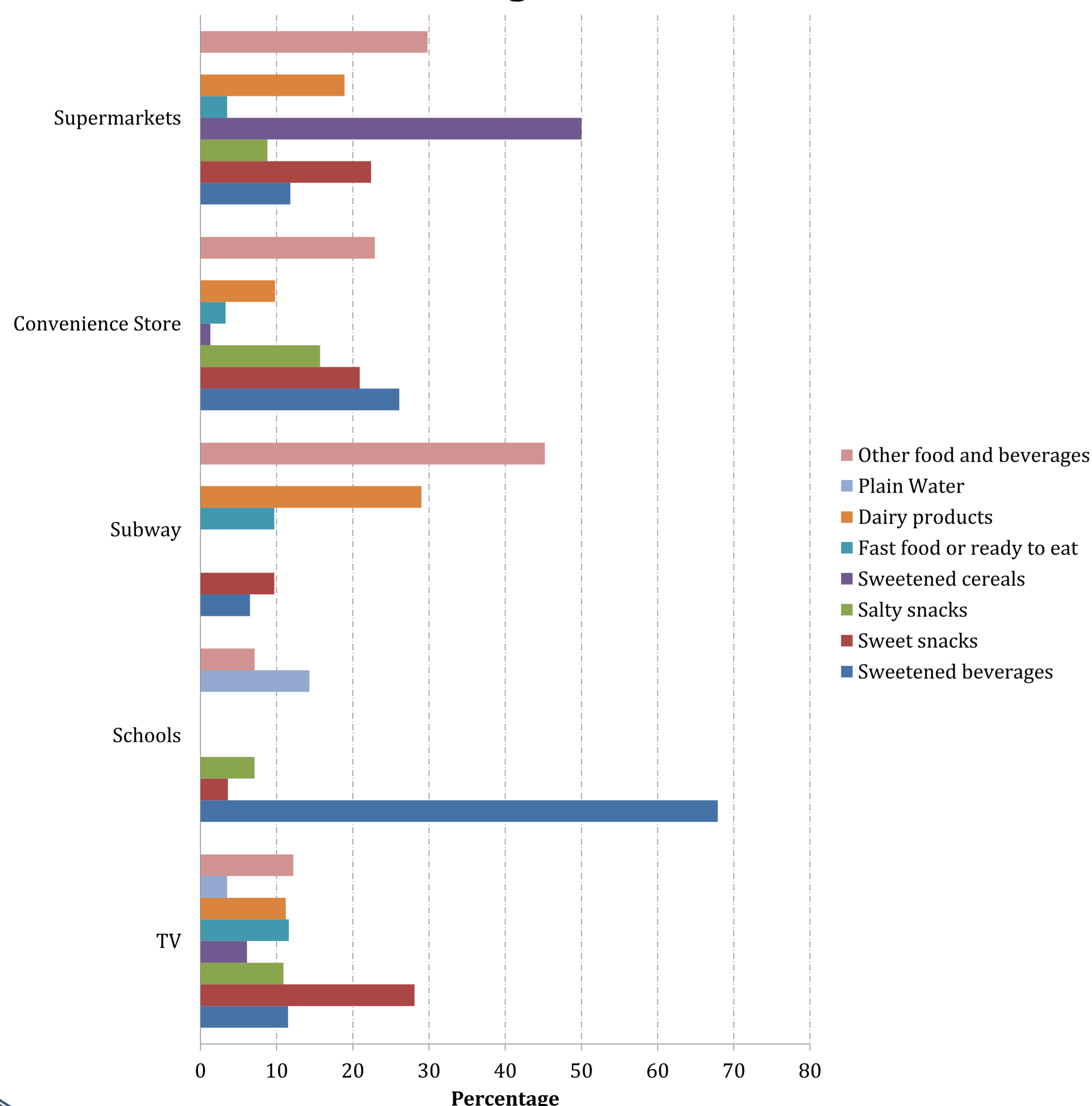
600 hours were recorded from December 2012 and April 2013 of the 4 most viewed broadcast T.V. channels by Mexican population, between 7 am and 10 pm.

In the same period of time an observation was conducted in a national representative sample regarding the marketing on the facilities of 117 elementary schools. In Mexico City advertising was observed in 21 supermarkets and 18 convenience store selected by mean of a criteria of population density. Also, the marketing of 10 main subway stations was registered. For analyzing data, all the food and beverages products were categorized in: added-sugar cereals, sugar sweetened beverages, sweet snacks, fast food, dairy products and others.

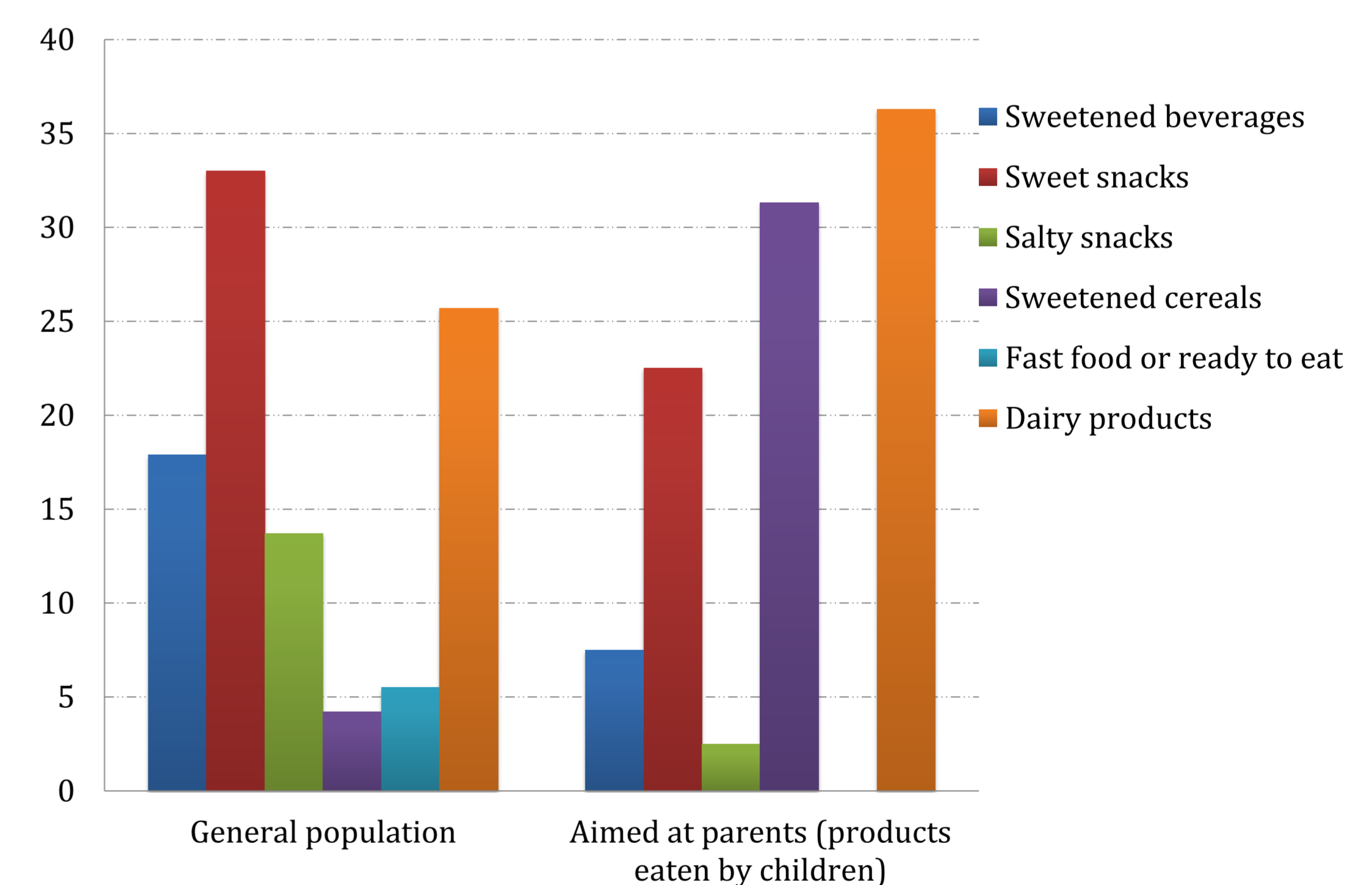
RESULTS

- The advertising by food group was different depending the location the product was announced, sweet snacks were the food product most advertised in T.V. media with a 28.1%, inside the elementary schools facilities the sugar-sweetened beverages had the most advertising with a 68% and in the convenience stores was of 26.1%.
- In the subway's facilities the most advertised were dairy products (29%) and in supermarkets the added-sugar cereals dominate food advertising with a 50%.

Advertising in different contexts of food and beverage in Mexico



Targeted audience of advertising inside the supermarkets.



CONCLUSIONS

Food products advertising with low or no nutritional value must be regulated due to the direct influence on general population's preferences, intakes and diets, but particularly on children and adolescents health as it may modify their corporal composition and develop overweight or obesity.

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