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Marketing to children and teens on Australian food company web sites

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Young Consumers

Marketing to children and teens on Australian food company web sites

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Young Consumers

The world of children and young adults is more diverse and fast-changing than any other demographic group. Two years can often be the difference of a generation. It is vital to keep up with the latest thinking, research and new advertising and marketing approaches. *Young Consumers* is a quarterly research journal providing the latest thinking, research and new approaches on responsible marketing to children and young people.

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Marketing to children and teens on Australian food company web sites

Sandra C. Jones and Amanda Reid

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Abstract

Purpose – Given the role that food marketing plays in influencing dietary patterns in children, the aim of this article is to explore the internet-based marketing tactics employed by eight leading Australian food companies that produce and distribute foods that are predominantly consumed by children.

Design/methodology/approach – The marketing policies and child-targeted internet marketing practices of eight major Australian food companies were examined.

Findings – Seven of the eight food companies have web sites or sections of sites that are devoted to children and/or teenagers; with downloadable materials and extensive direct marketing. Of most concern was the collection of detailed personal information from children and/or teenagers, which was evident on the web sites of five of the seven food companies that have such sites.

Research limitations/implications – This study examined only eight Australia food companies, so the findings cannot be generalized to other companies, or companies in other countries. The study was conducted at a specific point in time and, given rapid changes in internet marketing, it is likely that new strategies and messages will have emerged since data collection.

Originality/value – The article provides a unique snapshot of internet marketing practices of a sample of Australian food companies targeting children and adolescents, and raises important issues for discussion regarding the appropriateness and ethics of some of these practices.

Keywords Children (age groups), Adolescents, Consumers, Internet, Food industry, Australia

Paper type Research paper

Introduction

The World Health Organisation reported on internet regulations in 73 countries around the world and noted that, of the surveyed countries with existing e-commerce laws and self-regulatory codes covering the internet, only 13 contain clauses on marketing to children (Hawkes, 2004). These "guidelines" include things such as not soliciting children to purchase products by mail or internet, not encouraging children to enter sites that are suitable only for adults, not exploiting children's credulity, and encouraging children to obtain parents' permission before entering personal data (Cowburn and Boxer, 2007). Of these 13 countries, including Australia, which have child-specific internet marketing regulations or codes, none have clauses specific to food [1]. Further, in Australia – as in the United States – these general guidelines on internet marketing to children, as well as specific guidelines on data collection and links to other sites, are currently self-regulated (Hawkes, 2004).

The issue of internet advertising to children is timely given both increasing rates of internet usage and moves to web-based marketing by many food companies. The Australian Bureau of Statistics reports that in 2007-2008, 67 percent of Australian households had home internet access (compared to only 16 percent in 1998) and 75 percent of households had

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access to a computer (up from 44 percent in 1998). Of those with internet access at home, 52 percent have a broadband internet connection (ABS, 2008). There are some notable demographic differences, with a study of internet access among families with children (ACMA, 2007) finding that 94 per cent of households on incomes of more than \$35,000 per annum are online, compared to 75 per cent of those with an income less than \$35,000. The ACMA study found that children (8-17 years) spend about one-and-a-quarter hours online every day; with usage increasing with age, from 30 minutes for 8-11 year olds to two-and-a-half hours for 15-17 year olds (ACMA, 2007).

In the USA, more than two thirds of internet sites designed for children and adolescents use advertising as their primary revenue stream (Story and French, 2004); and internet sites in Australia targeting young children are increasingly supported by food advertising (Thompson, 2005). Arnott's (an Australian biscuit manufacturer) recently announced that it will cease advertising to children via "children's television programs (i.e. those classified "C" or "P") and children's magazines, receiving accolades from lobby groups, but said that it 'may develop promotional web sites aimed at children under 12 years of age'" (Nguyen, 2005).

Food marketers are well aware of the potential of the internet for communicating with children; and a recent US study reported that 85 percent of the food products advertised during children's television programming had a web site either wholly or in part targeted at children (Moore and Rideout, 2007). From an industry perspective, one of the key benefits of the internet as a marketing medium is the capacity, via having children register on the site, to track web usage and "segment visitor groups and create targeted campaigns" and thus "create a more compelling online experience for children" (Story and French, 2004). Additionally, internet advertising can be substantially cheaper, due to lower entry and production costs as well as the ability to target the message and to track effectiveness (Implied by Design, 2008). Internet CPM (Cost per Thousand Impressions) rates in 2006 averaged \$6, much less than the average \$18 CPM for television and \$11 CPM for magazines (www.wikinvest.com/concept/Impact_of_Internet_Advertising).

Several recent studies have examined the degree of food marketing via child-targeted (non-food company) web sites and/or advertising in children's print media that refers readers to internet sites. In a study of 16 popular Australian children's magazines, Kelly and Chapman (2007) found that, while healthy food advertising was more common than in television advertising, two-thirds of food references were unhealthy foods; and 94.8 percent of promoted links to other media (e.g. internet sites) were for unhealthy foods. An analysis of advertising messages on the ten most popular children's web sites in the USA identified that 13.9 percent of pages contained at least one instance of food marketing (Alvy and Calvert, 2008). In a study of UK children's magazines, Cowburn and Boxer (2007) found that almost half of the food advertisements directed children to the brand's web site. A study of marketing promotions on Australian children's magazine web sites found that food promotions are commonplace, indirect and subtle, with the majority of products being associated with a game or competitions, and attached to opportunities for the child to win prizes (Jones *et al.*, 2008). An Australian analysis of 119 food product web sites and 196 children's web sites found that food product web sites utilised branded education, competitions, downloadable items, and branded games; and food promotions of non-food company web sites predominantly featured unhealthy foods (Kelly *et al.*, 2008).

While there is no published data on the extent of advergames (games where the advertised product is part of the game) in food company web sites originating in Australia, this practice is common in the United States. An analysis of 40 food and beverage web sites in 2004 found that 63 percent of sites included advergames (Weber *et al.*, 2006); and a study of 77 food company web sites in 2006 found that 73 percent contained advergames (Kaiser Family Foundation, 2006). Importantly, a study conducted with 4th and 5th graders in the USA found that only 23 percent recognized that branded games were advertising (Wollslager, 2009).

There has been very little research into the effects of advergames. In an experimental study with 30 children aged 9 to 10 years, children played a game that either rewarded the "character" (added points) when he ate healthy foods and penalised (deducted points) when he ate unhealthy foods, or vice versa (Pempek and Calvert, 2009). Those whose character was rewarded for the healthy foods selected and ate more healthy foods after playing the game. In the only published experimental study of a commercial advergame, conducted in Australia, playing an advergame for a popular sugared breakfast cereal was associated with higher preferences for that product over other breakfast foods (Mallinckrodt and Mizerski, 2007). Interestingly, an exploratory study with adult advergame players in the UK found that players are receptive to the advertising messages, remember details of the message; and that advergames appear to be more effective for known brands than products that are new to the audience (Winkler and Buckner, 2006).

The current research

The aim of this research was to explore the internet-based marketing tactics employed by eight leading Australian food companies that produce and distribute foods that are predominantly consumed by children.

Method

The selection of food companies to be examined was determined by consideration of advertising spend (*B&T Weekly*, 2006), consumer trust[2] (Buchan, 2006), frequency of advertising in a sample of Australian children's magazines (Jones and Reid, n.d.), top-selling grocery brands (Ad News, 2006), and food companies examined in the UK *Which? Food Fables Report* (Which?, 2006).

The eight food companies selected for final analysis were Cadbury, Kellogg's, Kraft, McDonald's, Nestle, Streets, Coca-Cola and Uncle Toby's. Cadbury is an international confectionery manufacturer, which primarily produces chocolate products but also some sugar confectionery. Kellogg's is an international company, which produces breakfast cereals and cereal-based snacks. Kraft is an international company, whose main products targeted at children and/or adolescents are cheese and cheese snacks, macaroni products, spreads and biscuits. McDonald's is an international fast-food chain that sells burgers and associated products. Nestle is an international company, whose main products targeted at children and adolescents are dairy and desserts, drinks, breakfast cereal, cereal bars and confectionery. Streets is a part of the international company Unilever, and in Australia produces ice-cream and frozen confectionery. Coca-Cola Amatil (commonly referred to as Coca-Cola) is an international company that produces a range of soft drinks (including the recent introduction of Mother energy drink). Uncle Toby's is a part of Nestle, and produces breakfast cereals and snack foods.

The study period ran from 5 March to 27 April 2007. Internet marketing practices were identified by a manual search and coding of the company web sites, including brand- and product-specific sites. All web sites accessed and analysed were Australian-specific web sites; international web sites were accessed only to confirm or clarify marketing policies. For the purposes of this study, children were defined as people under the age of 13 years, and teenagers as those aged 13 to 18 years. The coding frame was based on that used in the UK *Food Fables Report* (Which?, 2006); and thus coded content into broad themes and categories rather than specific messages or descriptors. All web sites were coded by two research assistants who each produced summary reports, which were synthesised by the two authors with any discrepancies between coders discussed and resolved as a group.

Results

Company policies on marketing to children

Six of the eight companies had a policy or statement on marketing to children which was readily accessible via their company web site (Cadbury, Kellogg's, Uncle Toby's/Nestle,

Coca-Cola and Streets (Unilever)). No details of the marketing policies of Kraft or McDonald's were accessible via their web site or made available when we contacted the companies. Cadbury state that they will not advertise where children under the age of eight are likely to be the majority of the audience; Coca-Cola that they do not market to children under 12; and Kellogg's and Nestle/Uncle Toby's that they comply with children's advertising guidelines in the AANA Code. The Cadbury Code of Practice includes not seeking to gain the address or other personal details of a child or to email children. Of the six companies with accessible marketing policies, only one specifically referred to internet marketing (Cadbury), with the others referring generically to marketing to children, which could be assumed to include marketing on the internet.

Internet marketing strategies that target children and teenagers

Seven of the eight companies had web sites or sections of sites that are devoted to children and/or teenagers (the exception was the Streets web site which was targeted largely at young adults). These web sites provided materials themed around the products, product characters, and brands (from simple puzzles and branded pictures to skill-based games and sophisticated interactive activities and social networking).

The Streets web site was largely targeted at young adults (over 20 years); however, while the content itself was targeted at an older audience, there were several images and product profiles dedicated to products designed for, or targeted at, children or teenagers. No child specific content was found on any of the Coca-Cola initiated web sites; however there was a strong teen orientation. There was no specific material on the McDonald's web site targeted at teens, although substantial content directed at children.

Product information and advertising. Cadbury had several web sites, with the main site (<http://www.cadbury.com.au>) primarily focused on company information such as fundraising, product listing, and current promotions. The Cadbury Furry Friends web site (www.cadbury.com.au/furry_friends/furry_home.html) was themed around the Cadbury Furry Friends chocolates. The "furry friends" are native Australian animals, and the site encouraged children to "Meet a Furry Friend," with profiles on all 12 of the Furry Friends.

Coca-Cola Amatil similarly had multiple sites, including a corporate web site (www.ccamatil.com/) and the adult-focused "make every drop matter" web site (<http://www.makeeverydropmatter.com.au/>). The Mother web site featured details and ingredients of the product, which included the statement: "100 percent Natural Energy; Harness a powerful combination of ingredients, with 100 percent natural energy, Mother can help energise you and enhance your mental performance. Mother is the low GI natural energy high that won't let you down".

In addition to their main web site, which contained a number of promotions targeted towards children and adolescents, Kellogg's had separate child-focused web sites for several of their cereal products, including: Coco Pops (www.cocopops.com.au) and Nutri-Grain (<http://www.nutrigrain.com.au>). The Nutri-Grain web site was clearly designed to appeal to teenage boys, as evidenced by the use of male role models, extreme sports, and masculine imagery; and the product itself was branded as "Iron Man Food" and positioned as an energy food for power, strength and performance. The site included links for obtaining information on the series, information on the contestants themselves, and for viewing commercials that featured an iron man fuelling himself with Nutri-Grain (which provided him with the energy and stamina to complete extreme and dangerous activities).

On the Kraft homepage (www.kraft.com.au), the "Nutrition and Product Facts" link provided nutritional information regarding the peanut butter and cheese products. These nutrition claims were provided as educational facts such as "Nutritional Facts: Do you know that calcium and casein in Kraft Cheese make your teeth strong?" and "Nutritional Facts: What's good about cheese?" The Dairy Bites "Products" page provided descriptions of the product category, including the statement that "Kraft Dairy Bites makes snack time even more fun with its range of tasty and nutritious snacks. Kids big and little love the mild and creamy taste of Dairy Bites cheese snacks, which are great for the lunchbox and a perfect way to help

your child eat enough calcium daily." It also provided overviews of each product type within the Dairy Bites range; and information about the nutritional and health benefits of each product, with a particular emphasis on the calcium content of product containing cheese.

During the study period the "Happy Meal" section of the McDonald's web site featured the food and toys currently offered in a McDonald's Happy Meal, "new fantastic facts" and previews of future toys to be included in Happy Meals.

Under the "Junior Primary School Projects" link on the Nestle Australia web site (www.nestle.com.au), specific information was provided on the main product categories that were intended for children (e.g., Milo, pasta/noodles, Smarties). Most of these pages provided some form of nutritional information, product history, information on how the product is made and some recipes. While not directly linked to the school curriculum, each page could be downloaded as part of a workbook that children could take to school.

Downloads, games and activities. Cadbury's "Party Pals" link was a section of the web site devoted to providing parents with birthday party ideas for children, with advice divided into four age groups; Anklebiters (3-4 years), Nippers (5-7 years), Squirts (8-9 years) and Grommets (10-12 years). Cadbury also own the Natural Confectionery Company (TNCC) range and the web site (www.tncc.com.au) offered a link which allowed consumers to download screensavers and backgrounds that featured the animals that TNCC incorporates with its products (e.g. dinosaurs, snakes, and the Australian icon Blinky Bill[3]).

On the main Kellogg's web site, there were: details of all of the pack-based promotions (i.e. giveaways and competitions with purchase); solutions to the puzzles and games printed on the cereal boxes; on-line games and activities (from simple puzzles and branded pictures which could be printed and coloured-in to interactive skill-based games); and "Kids Recipes" for cooking with Rice Bubbles.

Kraft's "Kids Cooking" section of the web site similarly provided recipes for children to make, all of which included at least one Kraft product as an ingredient. The Kraft homepage also offered a range of downloading, including a television commercial that could be downloaded and saved – designed around Moo, the Kraft Dairy Bites mascot.

The "Learn and Play" section of the McDonald's web site had downloadable pictures, colour-ins, screensavers and wall papers, and numerous games which all featured Ronald and friends (games such as "catch the nuggets").

Nestle's "Fun and Learning" page also featured downloadable screensavers and wallpapers that were based on images of Nestle Allen's Bursting Bees (a confectionery product). The "Kids Only" door on the Nestle site allowed children to personalise the look of the kids' homepage and to download activities such as the "Milkybar" "Rustle Up" game that required finding the ten hidden Milkybars in a picture and the "design your own Milo gear" activity. The "Parent Stuff" door provided downloadable bedtime "Bunny Stories" which were based around the Nesquik bunny as well as party invitations that featured the character.

The Uncle Toby's Roll-Ups web site had a "downloads" section which provided downloadable screensavers and desk top wall papers and posters which feature the Frubas, printable pictures that when printed out became activities such as "join the dots", as well as other promotional items such as printable party invites, door hangers, and even sticker images that could be printed on adhesive paper. All of these materials use the Fruba cartoon characters. The "Gallery" also had numerous images that could be saved and printed. These were described as "art works" that the Frubas had created; and featured mock art which imitated popular real life art work, or even pop culture references such as the use of graffiti art or the ifruba image, which repeats the popular Apple iPod silhouette campaign. The site also included numerous online games and activities, again designed around the Fruba characters, which ranged from simple activities like puzzles and matching pairs, to games such as "Fruba Fling" and "Fruba Skating" (more skill-based games).

Membership and collection of personal details. The Coca-Cola Music web site (www.coca-cola.com.au) clearly targeted teenagers and young adults, with music news,

profiles of featured artists, gig guides for touring bands, album reviews (so members could also write their own reviews), and music videos that they could watch. When registering on the music web site, visitors were taken through a series of steps:

- Step 1 asked them to provide their contact details, including email address, phone number and date of birth.
- Step 2 asked them to confirm their registration with a codeword that was emailed instantly to their email account after completing Step 1.
- Step 3, called "build your personality", asked direct consumer behavior questions under the guise of social networking ["Want to find people into the same stuff as you? It's easy! Just answer a few questions so we can find out what you're into and soon you'll be surrounded by people with the same tastes and interests as you"]. Some of these questions were: "What do you like to spend your money on?", "what do you most use the internet for?", and "which of the following best describes your lifestyle?".

Once registered, members were able to design their own profile by selecting the gender, body type, special accessories (such as instruments, sporting equipment), hair style, upper clothes, lower clothes and shoes.

On Kellogg's Coco Pops web site, children were invited to "register in Cocoland" so they could "do cool things, like saving their high scores and collecting cool Coco cards". In order to register, they needed to provide their name, date of birth (optional) and an email address. They were then asked to tick a box to confirm that they wanted to be added to the mailing list to receive emails and asked to "please get one of your parents to tick here if they agree that you can get these emails".

In the "Ronald" section of McDonald's web site children could write to Ronald by filling in an online form. In order to receive an email or letter (via post) children had to submit their name, date of birth, gender, hobbies, their email address and their parents email address or postal address. Children were told "if you want me to write to you, ask your mum or dad to help you fill in your details". This section also included "Get Active with Ronald" which briefly outlined reasons for being active and included a link to the Nickelodeon "Never Stop Playing" web site (<http://nickjr.com.au>).

The Noodolbot web site (www.noodolbot.com) was the official site for Nestle's Maggi 2-minute Noodles, and allowed children to become members by providing their first and last names, age, gender and country. They were requested to "check with your parental beings that it is ok for you to be here and to receive messages from us . . ." They were also required to enter their full address, email address, home phone number and mobile phone number. Children could also download Noodolbuddy 2.0, software that appeared to allow the child to interact with a Noodolbot (the robots) and also receive instant updates from Nestle.

In addition to the main Uncle Toby's web site, there was also a child-targeted site for the Roll-Up product line (www.rollups.com.au). On the Roll-Ups web site, children were invited to "join Frubalia", so they could become a Fruba, interact on the site, and keep track of game scores. In order to register, they needed to provide their name, date of birth, email, state of residence and their gender. They were then asked to tick a box to confirm that they wanted to be added to the Roll-Ups mailing list to receive Fruba newsletter emails. After joining Frubalia, they were able to create their own Fruba name, and design the image for their Fruba profile.

Social networking. The Coca-Cola Music site (discussed above) allowed members to add "buddies" to their profile, which meant they could instant message other registered members. There were a number of different chat rooms that members could enter, and they could also design their own voice, which allowed them to post blogs. There was also a section called "tell a friend" where they could enter a friend's email address and encourage them to also visit and join the Coca-Cola music web site.

The Coca-Cola Mother web site allowed visitors to create a message that others could listen to by selecting a voice, and typing in a message. They could then listen to the message and

even send this to their friends. There were also a number of pre-existing messages provided that they could listen to and send to their friends. The marketing of Mother to a teen audience was continued with the appearance of promotional materials on MySpace; in fact, not only did Mother have promotional internet banners on the MySpace site, but it also had its own MySpace profile. This allowed visitors to download Mother skins and flash candy to be used on their own MySpace profile page. Downloading these images meant that anyone who visited that individual's MySpace page would be exposed to the Mother promotional images. Like any MySpace page, people could add Mother to their friends list, add them to their favourites, send the page details to their friends and add to a group. As at 23 April 2007 Mother's MySpace page had 3,202 friends, which also meant that the Mother logo and link to the Mother MySpace page would have appeared on 3,202 individual MySpace pages[4].

One of Nestle's two Milo web sites (www.miplace.com.au) encouraged teenagers to produce their own sporting footage or images and upload it to the web site so others could view it. The site strongly encouraged users to register and provide personal contact information. Under the MiGames link, members were given the opportunity to play a number of different games called Milo Mashed sports that combine aspects of two different sports to create a new game. The page stated "So smash into a bowl of nutritious MILO® Cereal, grab your mates and burn your energy making up the craziest game you can think of. THEN TELL US ABOUT IT. . .prepare to bask in the glory of your adoring peers on MIPLACE." It was interesting to note the continual emphasis on peer acceptance and approval through the notion of doing activities with your friends, and for the praise of others. The MiPlace site referred to peer acceptance as "cred" and provided the statement: "Peer Cred. Street Cred. Freak Cred. No one's going hand it to you on a silver platter for doing nothing. You've gotta earn it. And the only way you're going to do that is by burning some energy doing something you love. Once people see you doing your thing, putting all your passion into whatever it is, they can't help but give you the respect you're due. That respect is called Cred. That's what this site is built on. Cred is the ultimate form of recognition and that's what MIPLACE can give you."

Discussion

Direct advertising to children and teenagers was evident across many of the web sites, often positioned as provision of "product information" or "nutritional information". For example, the "KidsChoice" section of the McDonald's web site which featured the food and toys currently offered in a McDonald's Happy Meal and up-coming toys; and nutritional statements on the Kellogg's site such as "Coco Pops® has no artificial colours, no preservatives and a mix of eight essential vitamins and minerals. Coco Pops® is a good source of vitamins B1, B2 and Niacin, which help release energy from food. . . It provides iron, zinc and folate, plus calcium for strong bones and vitamin C for healthy teeth and gums".

At the time of the study, downloads, games and activities were ubiquitous across the web sites, providing multiple opportunities for children and teenagers to interact with the marketing materials, immersing themselves in subtle persuasive messages and fun activities designed to increase brand attitude. These activities frequently linked to other marketing activities for the promoted products, such as solutions to puzzles on product packages and downloadable print and television advertisements; or were designed to increase purchase quantities by featuring products as ingredients in recipes or positioning packaging variations as collectables. Chester and Montgomery (2008, p. 14) argue that by "seamlessly weaving a variety of interactive content with product pitches and cartoon spokescharacters" these sites encourage young consumers to "engage playfully with products over a long period of time".

Four of the food companies we examined offered children and/or teenagers "membership" to web sites, with additional content or bonus offers, which included the collection of detailed personal information. These generally provided only very token attempts at ensuring that parents consented to their children providing this information – such as asking them to "check with your parents" or to tick a box to confirm that their parents approved. This was

despite collecting large quantities of personal information that many parents may find concerning (including home addresses and telephone numbers). Some companies, such as Coca-Cola, go a step further by collecting detailed personal information about interests, spending patterns and internet use. As noted by Bennett (2006) in this journal, having children register on a web site enables the marketer to segment visitor groups and develop targeted messages.

Another tactic that was evident on many of the sites was the use of word of mouth (WOM) or viral techniques to encourage young people to distribute the marketing messages to their friends or, in some cases, pass on their friends' contact details to the company. There was also a sophisticated use of social networking, including branded products utilizing, and connecting to young people on, MySpace; or, in the case of Nestle, providing a company-driven imitation of the popular social networking site. In the USA, both Coca-Cola and Burger King were innovators in the use of MySpace to develop personas for their brands, "Cherry Coke" and "King" respectively (Linn and Novosat, 2000). Web sites that encourage young people to develop or upload their own materials and messages, referred to as co-creation or consumer-generated, are designed to build emotional connections between consumers and brands and to recruit these young people as "brand advocates" (Chester and Montgomery, 2008).

It is important to note that internet marketing is only one component of the extensive marketing activities of the companies examined. Each of the companies also engages in mainstream media advertising (print and/or electronic), sales promotions, and other activities, many of which are linked to their web sites (for example, pack-based promotions that require visiting the web site to enter).

In April 2008 the Australian Association of National Advertisers (AANA) announced "significant changes" to its advertising to children code which included: the expansion of the definition of "advertising" to capture "marketing communications" (which includes product web sites targeted primarily at children), are subject to the Code; and a strengthening of the privacy provision to ensure parental knowledge and approval is granted before a child supplies personal information in response to advertising/marketing communications targeted at children. It would appear that many of the marketing activities identified in this study would not be permitted under the new Code^[5] (such as the collection of names and contact details from children with inadequate provision for ensuring parental consent by four of the companies). However, the Code was silent on how these new provisions will be implemented and monitored and, importantly, what processes food companies will be required to follow to ensure parental consent. It will be interesting to see whether the changes to the Code result in any significant improvements to current child-targeted marketing practices.

Notes

1. The new AANA Code for Advertising to Children appears to cover all forms of advertising, including internet (although is not specifically stated) – but its only specific references to food are not encouraging an inactive lifestyle and not containing misleading nutritional information.
2. The annual Readers Digest (Australia) survey of trusted brands and professions.
3. Blinky Bill is an anthropomorphic koala, who first featured in a children's story in 1933. The Blinky Bill books have remained popular and have never been out of print; and have evolved into comic strips, an animated movie, two television series, computer games, and toys.
4. Mother was relaunched in June 2008, resulting in the replacement of the Mother page. As at 16/11/09, the new "Mother Energy Drink" page had 1,148 friends and the Mother Energy Drink Channel on You Tube had been visited 28,126 times.
5. We also note that a recent paper in this journal (Dahl *et al.* 2009) concluded that if the rules covering other forms of advertising in Europe were applied to internet advertising the current content of many sites would not be compliant.

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