



CAMPAIGN FOR A COMMERCIAL-FREE CHILDHOOD

New Marketing Techniques

overt marketing

Product Licensing

The act of selling use of images or logos to promote products other than the ones they were created for.

- The movie *The Cat in the Hat* had at least 181 licensed products – not including food.
- SpongeBob Squarepants sells clothing, toys, accessories, candy, cereal and a top-selling line of Kraft's macaroni and cheese.

Product Placement

When products are incorporated into the fabric of a TV program, a movie, computer game, or book as props, scenery, or plot points.

- M&M's, Froot Loops, and Cheerios have all produced counting books for young children.
- On *American Idol*, the judges drink Coca-Cola and the contestants act out skits that feature sponsors' products. This type of advertising is particularly effective since studies show children are more likely to watch these skits than clearly delineated ads.¹

Co-Branding

In which two known brands combine for specific products; the result is frequently toys that are advertisements for food. Examples include the McDonald's Barbie, the Coca-Cola Barbie, and McDonald's Play-Doh.

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Grass Roots Marketing

The process of building brand relationships with schools, churches, and influential community members and exploiting social issues as marketing opportunities. As one company put it, "Reach(ing) your target audience where they live, work and play."

Viral Marketing

Any orchestrated word-of-mouth marketing, including the practice of using children to advertise products to their friends.

- Adult marketers sometimes enter chat rooms frequented by children in order to promote new products, movies, or television shows.
- Marketers use popular kids, often giving them free merchandise, to market products to other children.
- One marketing company, the Girl's Intelligence Agency, specializes in slumber parties that are used to market products to girls.²

Guerilla Marketing

Using public space as a venue for advertising, such as plastering bus kiosks where school busses stop with ads for products.

Program–Length Commercials

Made legal after advertising on children's television was deregulated in 1984, program-length commercials allow television programs to be created to sell products. Examples include the Pokemon and Yo Gi Go television shows.

Advergaming

Companies integrate products into existing computer games and create games specifically for corporate web sites. Kraft operates www.candystand.com, a website devoted to games and contests featuring Life Savers, Planters peanuts and other candies.

Naming Rights

Examples include the Shop Rite school gymnasium in New Jersey, the proposed Please Touch Museum Presented by McDonalds in Philadelphia, and Burger King Academies all over the country.

Co-opting non-profit groups that protect children's health and well-being helps insure marketers' access to children.

- The American Academy of Pediatric Dentistry (AAPD) accepted a \$1 million grant from Coca-Cola; the AAPD now says the science is "not clear" that soft drinks contribute to cavities.
- Coca-Cola has given money to a number of prominent education organizations. Several of these organizations have endorsed Coca-Cola's Model Guidelines for School Beverage Partnerships – guidelines that do little to restrict the sale of sugar-laden drinks in schools.

¹ Buzzback Market Research (2003, August). *Tweens exploratory*. New York: Buzzback Market Research.

² Minnow, N. (2004). Stealth advertising puts products and pitches everywhere . . . and you may never know. *Chicago Tribune*. September 19. <http://www.commercialexploitation.com/news/articles/tribune92104.htm>

Campaign For A Commercial–Free Childhood

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