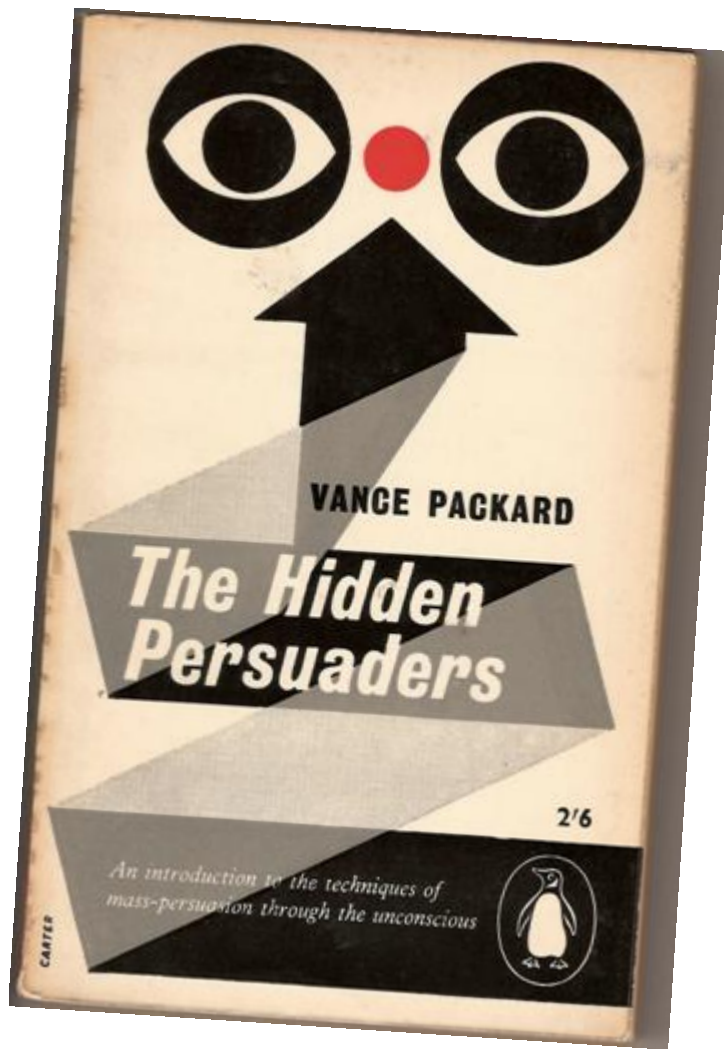




## Creating demand

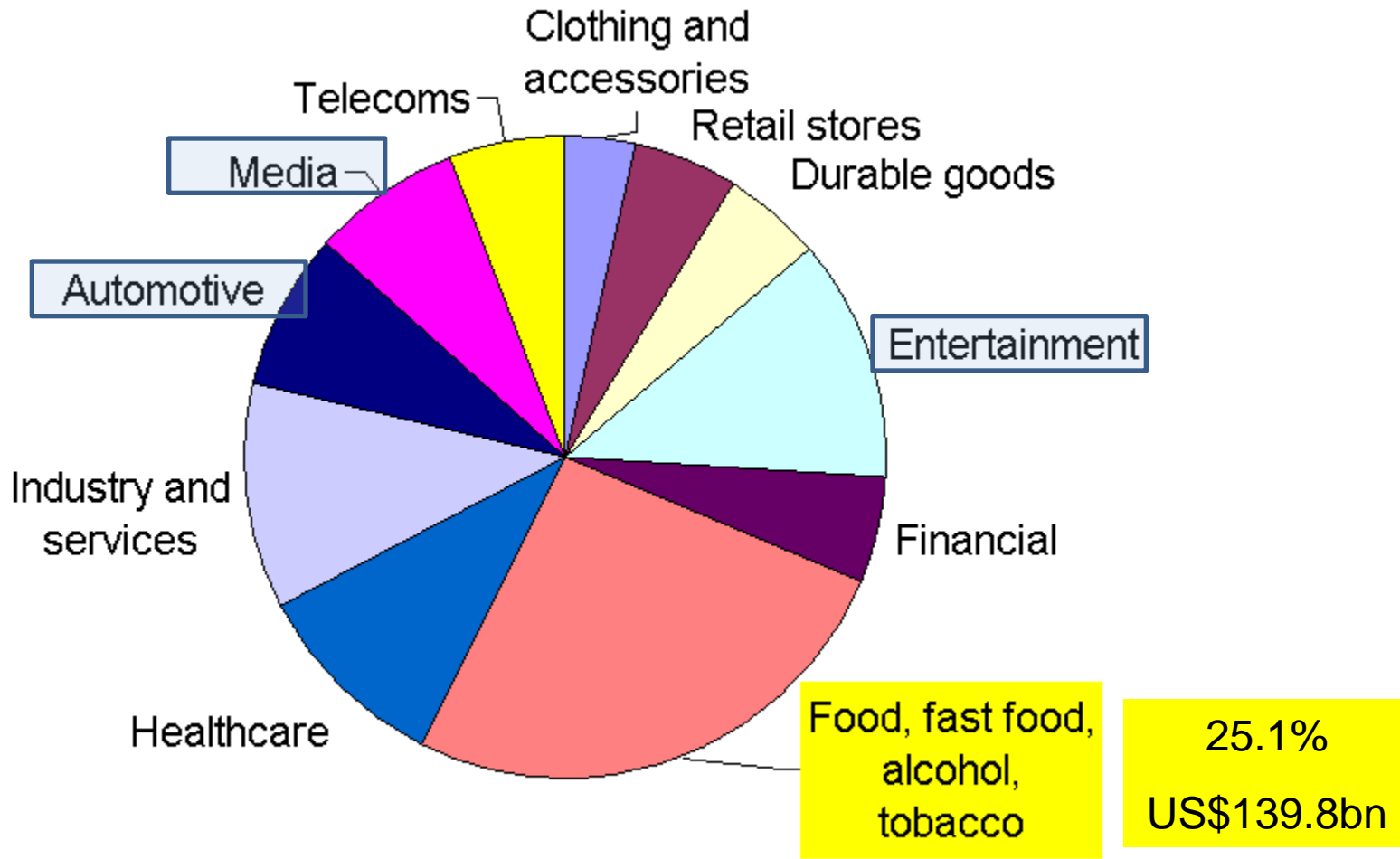
Tim Lobstein  
Director of Policy  
World Obesity Federation



Vance Packard 1956

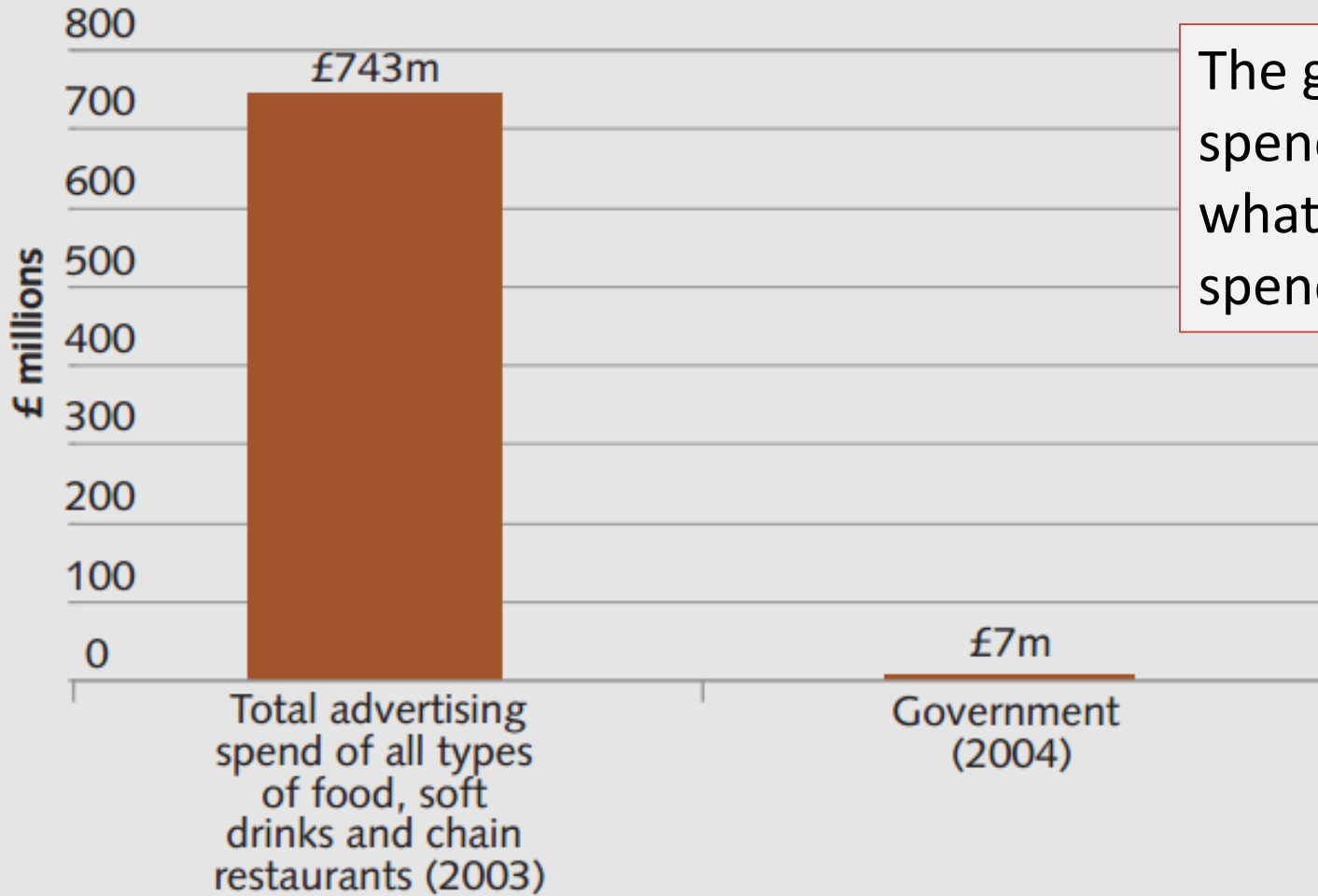


# US \$557bn Global advertising



Source: Nielsen 2013

## Advertising spend on food by industry compared to food campaign spend by Government



The government spends in a year what the industry spends in 3 days

Source on industry spend: Ofcom

Above the line = advertising that is paid for  
-- TV slots, billboards, sports sponsorships

Below the line = researching, designing and promoting the product  
-- retail displays, product and packaging, brand development, online advergames



Food design  
combines  
with pester  
power ...

# WE HAVE THE POWER

Back in 1985, Bernard Matthews recognised the potential of shaped products for children with the launch of Golden Drummers.

Over the years we have continually innovated, successfully harnessing pester power to become the true market leader.

BERNARD MATTHEWS  
GOLDEN SUMMERS  
GOLDEN DRUMMERS  
TURKEY JETTERS  
GOLDEN FISHIES  
DINGDONS  
NEW SHAPE  
NEW  
Daily Shores  
BERNARD MATTHEWS

Illustrations by Derek Matthews

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# Abundance increases purchases

*Doubling shelf space increases sales by 40%*



Source: Curhan RC, 1972



# Food out of reach...





# Food **not** out of reach...







**Shops that by-pass parents. Easy access!**





**Catering:**

**Menu card offering  
desserts of special  
appeal to children**



# Parental control?

## UK: 2013

- 24% of children aged 3 – 4y have a TV in their bedroom
- 37% aged 5 – 7y
- 53% aged 8 – 11y
  
- 4% of children 5 – 7y have internet access in bedroom
- 15% aged 8 – 11y
  
- 1% of children aged 3 – 4y has a smartphone
  - 28% use a tablet
  - 12% go online with tablet
- 1% aged 5 – 7y has a smartphone
  - 39% use a tablet
  - 21% go online with tablet



Mmm...  
I love Hot Nesquik  
on a cold day!

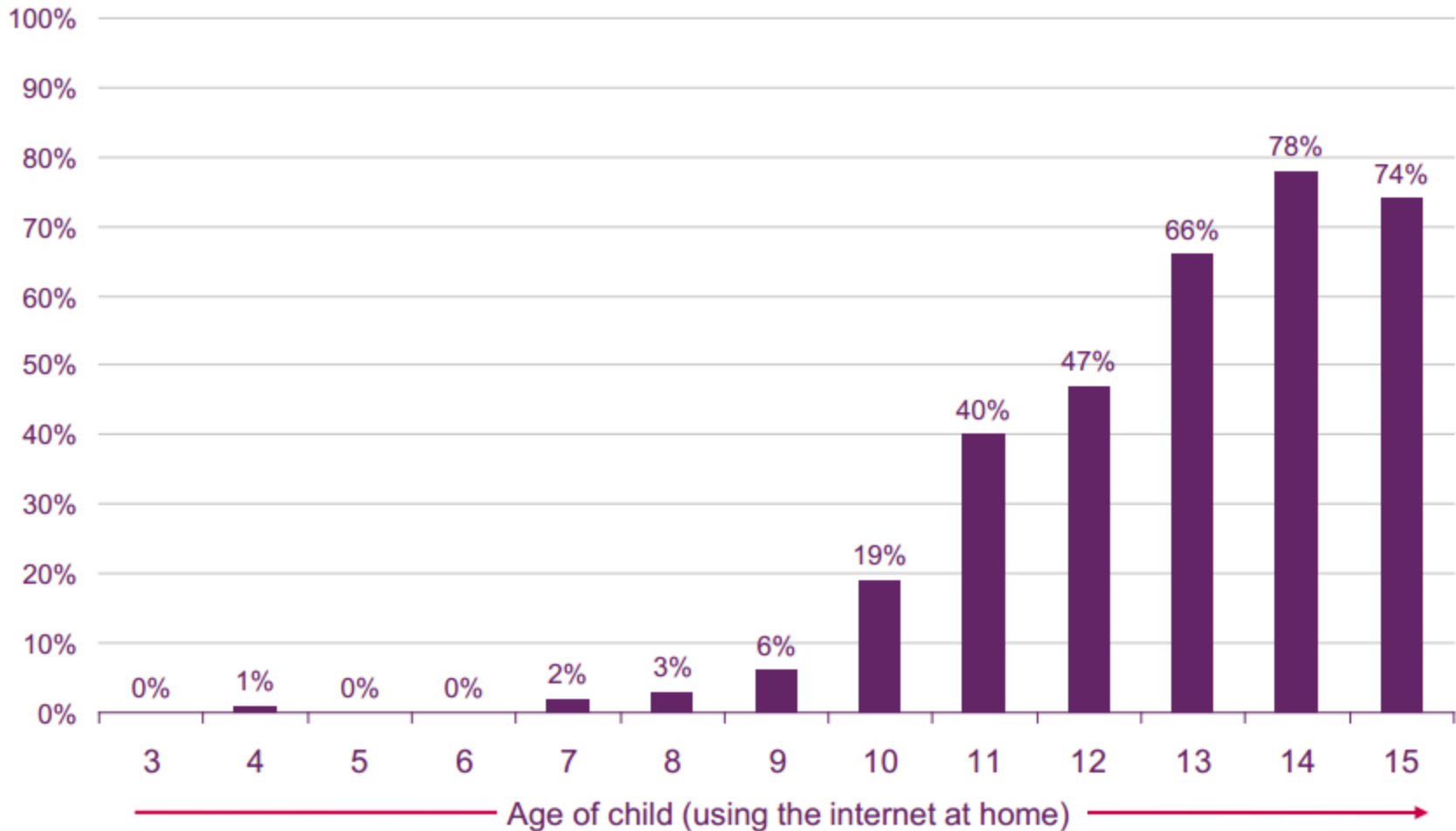
**Parents!**  
Click Here

Nesquik  
**Nesquik**  
CLUB HOUSE

AD  
BUZZ

# UK: Under-age use of Social Media pages

**Figure 56: Proportion of children who use the internet at home with an active social networking site profile, by individual age: 2013**





# Creating demand in new markets

- children, younger and younger
- populations more and more remote

# 2010 – Nestle launches floating supermarket to take processed foods up the Amazon



For consumers in very poor markets...  
*cheap ingredients with added fortificants*

**Nestlé's affordable  
fortified beverages  
around the world**



**Affordable, tasty, savoury dishes  
with essential nutrients**





Coca-Cola: boosting the economy with 'micro-distribution centres'

Achieving *Millennium  
Development Goals*

Economic development, but  
what about health...

Below the line = researching, designing and promoting the product

-- retail displays, product and packaging, brand development, online advergames

-- lobbying, political party support

-- press stories, attack blogs

-- NGO email hacking, NGO group entryism

-- discrediting, abuse, threats, violence ...

# Tigers

DANIS TANOVIĆ



The fact-based story of Ayan – hired by infant formula manufacturer Lasta, whose conscience endangers his job, his family, his life...





Thank you!

Tim Lobstein

Director of Policy

World Obesity Federation

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