

Under embargo until 6am Monday 2 December 2019

McDonald's, Kellogg's and PepsiCo slammed at the Fame and Shame Awards 2019

Fame and Shame Awards: 9.45am – 10:45am on Monday 2 December 2019

VicHealth, 15-31 Pelham Street Carlton VIC 3053

Australian parents have given several unhealthy food manufacturers the red card as part of the Parent's Voice *Fame and Shame Awards*. Now in its 15th year, the annual awards highlight the worst of unhealthy food marketing and celebrate those promoting a healthy lifestyle to kids.

Kellogg's continues to target children with their highly processed unhealthy options, claiming the **Pester Power** shame category in this year's awards, narrowly beating Coca-Cola's 'Share a Coke' campaign. Kellogg's limited-edition Froot Loop packaging features child-centric cartoon characters including mermaids, unicorns and baby sharks. A recipe for disaster for Aussie kids.

"The processed food industry knows that children are attracted to products with bright colours and cartoon characters on the pack," said Alice Pryor, Parents' Voice Campaigns Manager. "As parents we're only too aware that young children believe that processed food tastes better if there's cartoon characters on the packaging. Parents and kids should be free to shop without being targeted by these marketing techniques.

"Other countries, like Chile, have removed cartoon characters from unhealthy processed products. In Australia, food packaging is not covered by the self-regulated industry advertising standards. This has got to change."

Cereal offender **Kellogg's** also received their eighth **Smoke and Mirrors** shaming for their LCMs ad, 'Light Up Their Afternoons'. The ad mentioned the puffed rice but unsurprisingly failed to mention LCMs dismal Health Star Rating (0.5 to 2) and that some bars contain a whopping 35 per cent sugar – a fact that's hard to swallow for most Aussie parents.

PepsiCo and their Spiderman billboards for Doritos received a shaming in the **Bother Boards** category for their billboard at the Town Hall Station in Sydney. The ad, which is located in one of the city's busiest stations, bombards kids with unhealthy food advertising while they're out and about.

Nicole French, a parent member of Parents' Voice, said: "This advertising campaign shows why parents want governments to remove unhealthy food marketing from public assets, like train stations. Parents can't be with their kids every minute of the day. We want our children to be able to enjoy exploring the world free from unhealthy food marketing."

McDonald's were sent to the naughty corner in the **Digital Ninja** category, winning first and second place for their Happy Meal social media ads and their Happy Studio App.

Bianca Caputi, Parents' Voice Chair, said: "The nominees span mobile games, augmented reality and social media advertising, demonstrating the sneaky techniques that unhealthy food companies use to reach kids. These companies put profits ahead of our kids' health."

The 'Macca's on your team' promotion also got a rap on the knuckles in the **Foul Sport** category for their ads featuring children chanting and dressed head to toe in McDonald's branding.

Ms Pryor said: "Unhealthy food marketing dominates our sporting venues. This campaign shows how far the unhealthy food industry will go to influence our children. It's unethical to target children via junior sporting clubs. Australian parents have had enough."

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MEDIA RELEASE

It was not all bad news at the *Fame and Shame Awards* with two 'fame' awards given to companies promoting healthy foods and active lifestyles to kids. The **Parents' Choice – Physical Activity** award was presented to **Netball Australia** for their 'Team Girls' campaign.

Dr Sandro Demaio, VicHealth CEO congratulated Netball Australia: "Netball Australia has a proud history of taking up the charge to get more women and girls moving. This ad encourages young women to overcome limitations and be more active.

Ms Pryor said, "**ALDI** just pipped Qukes, mangoes, and eggs at the post to take out the **Parents' Choice – Food** category. We know that only 6.3 per cent of Australian children consume the recommended serving of vegetables each day. These ads provide support and reinforcement of the messages parents are providing at home."

"This is the fourth year that we've had enough nominations to have two fame categories. Unfortunately, the shame awards still dominate. The link between unhealthy food marketing to children and 1 in 4 Australian children being above a healthy weight is clear. The Government needs to set higher regulatory standards for the packaging and marketing of food products to protect Aussie kids. It's time we put our children's health before profits."

-Ends-

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2019 Parents' Voice Fame & Shame Awards. Journalists will have the opportunity to view the winning ads and interview attending experts and parents with their children including:

Alice Pryor	Campaigns Manager, Parents' Voice
Dr Sandro Demaio	Chief Executive Officer, VicHealth
Jane Martin	Executive Manager, Obesity Policy Coalition
Nicole French	Parent and Managing Director, Exercise for Rehabilitation & Health

About Parents' Voice

[Parents' Voice](http://parentsvoice.org.au) is an online network of parents who are interested in improving the food and activity environments of Australian children. Formerly known as The Parents' Jury, Parents' Voice was formed in 2004 and represents thousands of Australian parents, carers, and health professionals. Parents' Voice is supported by Diabetes Victoria, VicHealth and YMCA Victoria.

About Fame and Shame

The Parents' Voice Fame and Shame Awards aim to raise awareness of the persuasive and misleading techniques that advertisers use to promote unhealthy foods and drinks to children, and to recognise the campaigns that promote healthy food and physical activity to children in a fun and appealing way.

Since 2005, the awards have given Australian parents the chance to have their say about the food marketing techniques they believe are targeting their children. Parents' Voice members nominate examples of the best and worst food marketing campaigns throughout the year. Parents then vote on the shortlisted ads to determine the winner.

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Shortlisted nominees and winners (Videos individually linked and are available [via dropbox](#))

Fame and Shame 2019 – Winners List

Shame	Digital Ninja given to the brand which has used digital media in the most obvious way to target children, gaining their attention; driving active participation in the brand and encouraging pester power.	McDonald's – ‘Happy Studio App’ Mars M&M's – ‘Take Home The Fun’ Nestle – ‘Milo Champ Squad’ Winner McDonald's – ‘Happy Meal Social Videos’
Shame	Smoke and Mirrors awarded for the use of misleading claims on children's foods that make an unhealthy product appear healthier than it is	Nestle Milo – ‘30% Less Added Sugar’ Primo – ‘Sunday is Bacon’ Winner Kellogg's LCMs – ‘Light Up Their Afternoons’
Shame	Pester Power awarded to the food marketing campaign that uses techniques which appeal to children, leading to them nagging their parents for unhealthy foods.	Kellogg's - Coco Pops: ‘Crayola Colour In Promotion’ Kellogg's - Coco Pops: ‘The Race’ Coca-Cola – ‘Share a Coke’ Winner Kellogg's - Froot Loops – ‘Limited Edition Packaging’
Shame	Foul Sport for a company, team or athlete who uses sport to promote unhealthy food and drinks to influence children.	Nestle - Milo Cereal Kellogg's Australia – Rice Bubbles: #perfectbowl Hungry Jacks – Free Burger Giveaway Winner McDonald's Australia – Macca's on your team
Shame	Bother Boards - Given to the brand which has used interactive billboards in shopping centres, indoors and outdoors, to influence children	Mars – Maltesers: You'll want to sit down for this McDonald's Australia – Lovin' Summer Winner PepsiCo - Doritos & Spiderman tie in
Fame	Parents' Choice – Food congratulates a food advertisement that promotes healthy eating to children in a fun and appealing way.	Australian Eggs - Get Cracking Australia Calypso Mangoes – Totally Irresistible Qukes - Baby Cucumbers Winner ALDI - Sam Kerr and the ALDI MiniRoos
Fame	Parents' Choice – Physical Activity awarded to an advertisement that encourages children to get moving.	Cricket Australia – More Fun Tennis Australia - Bring The Noise (ANZ Tennis Hot Shots) Winner Netball Australia/Suncorp - Team Girls

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