

Under embargo until 6am Tuesday 28 November 2017

Kellogg's condemned as Aussie Apples ripen the mood: Fame and Shame Awards 2017

**Fame and Shame Awards: 10.30am Tuesday 28 November at Ikon Park,
400 Royal Parade, Princes Hill 3054**

Multinational food manufacturer, Kellogg's, has taken out two of the five Shame categories in the 2017 Parents' Voice Fame and Shame Awards. Recognised in the *Digital Ninja* and *Smoke and Mirrors* categories, Kellogg's was shamed for promoting some of its most unhealthy products to children. Now in their 13th year, the Fame and Shame Awards highlight the worst of junk food marketing to kids.

Kellogg's' Halloween partnership with Shazam received the *Digital Ninja* award for being the digital media campaign most obviously targeting children and driving active participation in the brand. "Kellogg's has once again disregarded the health of Australian children by developing campaigns which target a young audience. The use of augmented reality technology, in conjunction with a Halloween campaign, is clearly designed to appeal to children," said Alice Pryor, Parents' Voice Campaigns Manager.

Kellogg's also picked up the *Smoke and Mirrors* award for its LCMs commercial, making an unhealthy product appear healthier than it is. "Despite the featured LCMs bars scoring as low as 0.5 health stars, Kellogg's has presented them as an appropriate everyday addition to lunchboxes," Ms Pryor added.

McDonald's' Made for Family/Despicable Me 3 Family Box commercial claimed the *Pester Power* award. Featuring a young boy wearing a minion bodysuit and visiting McDonald's, the ad further calls into the question the motivations of a company found to account for 47 per cent of all unhealthy food advertisements on primetime television¹.

The *Foul Sport* award was presented to Coca-Cola for its POWERADE Powerscore campaign. The campaign used sporting identities including former Australian cricketer, Mitchell Johnson, and rugby league star, Billy Slater, to promote unhealthy food and drinks to children.

"Parents are increasingly frustrated that children are constantly exposed to products which are inconsistent with healthy lifestyles and indeed, sporting careers," Pryor continued. "Sports drinks are not an essential part of being active. POWERADE ION4, featured in the ad, contains more than eight teaspoons of added sugar. This is almost the total daily allowance of added sugars for a 9-year-old child."

Coca-Cola's Coke Summer took out the final Shame award, becoming the inaugural *Bother Boards* recipient for using interactive billboards in shopping centres, indoors or outdoors, in an attempt to influence children. The billboard in question, by oOh! media, asks teenagers to use their phones to connect to the panel, throwing ice cubes at cans of Coke, with winners receiving a can dispensed directly from the panel.

"This new technology sets a bad precedent and further exploits children vulnerable to persuasive food and drink marketing," said A/Prof Matt Hopcraft, CEO of the Australian Dental Association Victorian Branch. "Two in five Australian children aged 12-14 years have tooth decay in their adult teeth. Campaigns such as these make matters worse and encourage younger children to aspire to these unhealthy behaviours."

While Parents' Voice is dismayed by the range of the Shame awards this year, its members are equally pleased by the efforts of companies encouraging children to adopt healthier food and drink choices. This year, Aussie Apples took out the two major Fame categories, while ALDI and Netball Australia were also recognised.

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In the *Parents' Choice Award for Food*, Aussie Apples' Get Your Crunch On campaign won from a strong field which included Heinz, Uncle Tobys and Brownes Dairy. The advertisement shows apples picked from trees placed in lunchboxes for school kids, who consume the fruit in the company of active dancers and netballers.

Melbourne parent, Rebecca Zosel, voted for the ad and was impressed by its positive message. "The Aussie Apples ad is a perfect example of the marketing campaigns we need our children exposed to. The ad promotes healthy food and activity in a fun and engaging way. Once these ads are normalised, our kids are more likely to find healthier products more appealing."

The final Fame category, *Parents' Choice Award for Physical Activity*, saw ALDI tie with Aussie Apples for its partnership with Netball Australia, beating AFL Auskick and Cricket Australia's Play For More campaign to the finish line. ALDI's MiniRoos commercial encourages kids to take up a junior soccer program, while the partnership between Aussie Apples and Netball Australia delivers apples to netball carnivals and professional games across the nation.

"We're delighted Aussie Apples has taken the lead to promote healthy food and physical activity to Australian kids," Ms Pryor added. "While it's disappointing a new Shame category was added this year, it's great to also recognise the companies making a positive difference to the health of the community."

Topping their two formal wins, Coca-Cola was also awarded a dishonourable mention, along with their partner, The Salvation Army, who have teamed up to bring the Coke Christmas Truck to Australia. Parents' Voice is [petitioning](#) to end the truck's journey before its planned conclusion at Sydney's Carols in the Domain.

Ms Pryor concluded: "Parents are angry that despite Coca-Cola stating they don't market to kids under 12, they are now a major sponsor of Carols in the Domain. The Coke Christmas truck is stealth marketing aimed at Australian kids. This targeting of Australian kids must end."

-Ends-

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About Parents' Voice

[Parents' Voice](#) 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 Cancer Council Australia, 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 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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List of shortlisted nominees and winners (Videos individually linked and are available [via dropbox](#))

| | | |
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| 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. | Winner Kellogg's - Halloween/Shazam partnership |
| | | Runners up Krispy Kreme - Journey to Glazetopia Donut King - Donut Rush App |
| 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. | Winner Kellogg's - LCMs |
| | | Runners up Weet-Bix - GO Minis Milo - My Squad (Basketball) |
| Shame | Pester Power - Awarded to the food marketing campaign that uses techniques which appeal to children, leading them to nag their parents for unhealthy foods. | Winner McDonald's - Made for Family/Despicable Me 3 Family Box |
| | | Runners up Red Rooster - Home Delivery ad KFC - Gravy Mashies Aeroplane Jelly - Celebrating 90 Years |
| Shame | Foul Sport - For a company, team or athlete using sport to promote unhealthy food and drinks to children. | Winner Coca-Cola Powerade - Powerscore |
| | | Runners Up McDonald's/AFL - Little Wins Big Bash League - Sponsorship by Zooper Dooper and KFC |
| Shame | Bother Boards - Given to the brand which has used interactive billboards in shopping centres, indoors and outdoors, to influence children. | Winner Coca-Cola Coke Summer - Interactive Panels with drink dispensing |
| | | Runners up Fanta (Coca-Cola) - Jelly Fizz (interactive billboard game) Ferrero Nutella - Smile Billboards |
| Fame | Parents' Choice – Food - Celebrates an advertisement promoting healthy eating to children. | Winner Aussie Apples - Get Your Crunch On |
| | | Runners up Heinz - A Can Size for Every Aussie - Geoff the Film Brownes Dairy - An Easy Yes starring Finn Uncle Tobys - Are You Powered By Oats? |
| Fame | Parents' Choice – Physical Activity - Awarded to an advertisement encouraging children to be active. | Joint Winners ALDI - MiniRoos Netball Australia and Aussie Apples partnership |
| | | Runners up AFL/Auskick - I'd Like to Play That Cricket Australia - Play For More! |

ⁱ <https://academic.oup.com/jpubhealth/advance-article-abstract/doi/10.1093/pubmed/fox004/2966185>

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