Alex Molnar

Marketing in Schools: Little Educational or Nutritional Content

Presentation at the Wellcome Trust Frontiers Meeting

Environmental and Behavioural Determinants of Childhood Obesity

May 29, 2009
Marketers Are Interested in Schools

1. **Why Marketers Want to Reach Children:** Children have buying power.

2. **Marketing Problem:** Children are hard to reach outside of school. Children are a fragmented market. Advertising environments outside of school are cluttered.

3. **Marketing Solution:** Schools provide a relatively uncluttered ad environment, where children of all ages are a captive audience.

More information at [http://epicpolicy.org/publication/Molnar-Determinants](http://epicpolicy.org/publication/Molnar-Determinants)
Types of Marketing in Schools

1. Sponsorship of Programs and Activities
2. Exclusive Agreements
3. Incentive Programs
4. Appropriation of Space
5. Sponsored Educational Materials
6. Electronic Marketing
7. Fundraising

More information at http://epicpolicy.org/publication/Molnar-Determinants
Products Most Heavily Marketed to Children

1. Food:
   a. Soft drinks and other beverages ($639,226,000)
   b. Restaurant foods ($293,645,000)
   c. Snack foods, candy and frozen desserts ($256,407,000)
   d. Breakfast cereal ($236,553,000)

2. Entertainment

3. Toys

4. Popular books

More information at http://epicpolicy.org/publication/Molnar-Determinants
Remedies to Address Food Marketing in Schools

1. Statutory or regulatory prohibition
2. Balancing tests (benefits vs. harm)
3. Mandatory adoption review process