



**Food Marketing Workgroup
Bibliography on Target Marketing**

**Prepared by
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OVERVIEWS AND TRENDS

Adeigbe R, Baldwin S, Gallion K, Grier S, Ramirez A. (2014). Food and beverage marketing to Latinos: A systematic literature review. *Health Education and Behavior*: 1-14.

This systematic review and analysis of 14 studies demonstrates that the all four Ps of marketing (price, place, and especially product and promotion) work together to create an unhealthy food environment for Latinos.

Ramirez AG, Gallion K, Adeigbe R. (2013). Latino Youth and Obesity:

Communication/Media Influence on Marketing. Pages 367–87 in: *Advances in Communication Research to Reduce Childhood Obesity*. Heidelberg: Springer.

This chapter synthesizes research on Latino youths' media consumption patterns, the marketing strategies that food and beverage makers use to target them, and the implications for obesity in this vulnerable population.

Cheyne A, Gonzalez P, Mejia P, Dorfman L. (2013). Food and beverage marketing children and adolescents: Limited progress by 2012. Minneapolis, MN: Healthy Eating Research.

An analysis synthesizing industry and academic research from 2011---2012 includes data on the aggressive targeting of African American and Latino youth for the purchase of sugary drinks, including energy drinks.

Grier S, Kumanyika S. (2010). Targeted marketing and public health. *Annual Review of Public Health*; 31: 349-69.

This analysis provides an overview of definitions, tactics, counter---strategies, and public policy issues related to the marketing of unhealthy products, including foods and beverages.

Berkeley Media Studies Group. (2010). Target marketing soda & fast food: Problems with business as usual. This framing brief, written for the Communities Creating Healthy Environments (CCHÉ) initiative, summarizes how food and beverage marketers target

communities of color using each of the four Ps of marketing.

Available from: <http://www.bmsg.org/resources/publications/target-marketing-soda-and-fast-food-problems-with-business-as-usual>. Accessed March 12, 2014.

Grier SA, Johnson GD. (2011). Alisha in Obesity-Land: Is Food Marketing the Mad Hatter? *International Journal of Case Studies in Management*. 9(4): 2011. *Abstract available online.*

This case explores the influence of target marketing of food and beverage to ethnic minority children, and whether factors that contribute to obesity among children in general may have an excessive impact on children of color.

Abstract only available from:

http://econpapers.repec.org/paper/daupapers/123456789_2f12854.htm

Berkeley Media Studies Group. (2010). The soda and fast food industries target their marketing towards mothers of color.

This framing brief, written for the Communities Creating Healthy Environments (CCH) initiative, evaluates how companies like PepsiCo and General Mills target Latino and African American families by appealing to mothers.

Available from: <http://www.bmsg.org/resources/publications/the-soda-and-fast-food-industries-target-their-marketing-towards-mothers-of-color>. Accessed March 12, 2014.

Grier SA, Kumanyika SK. (2008). The context for choice: health implications of targeted food and beverage marketing to African Americans. *American Journal of Public Health*; 98(9): 1616---29.

A systematic review of 20 studies assesses the food marketing environment for African Americans using the four Ps of marketing, and concludes that it is less conducive to good health than is the marketing environment for white consumers.

PRODUCT

Harris JL, Schwartz MB, LoDulce M, et al. (2015). Sugary Drink F.A.C.T.S.: Sugary drink marketing to youth: Some progress but much room to improve. Connecticut: Rudd Center for Food Policy and Obesity; November 2014.

The 2014 update of this comprehensive report on sugary drink marketing (original published in 2011) found, among other trends, that sugary drink and energy drink makers increased their spending on Spanish---language TV by 44% between 2010 and 2013.

Available from: http://www.sugarydrinkfacts.org/resources/SugaryDrinkFACTS_Report.pdf. Accessed March 13, 2015.

Harris JL, Schwartz MB, Brownell KD, et al. (2013). Fast Food F.A.C.T.S.: Measuring progress in nutrition and marketing to children and teens. Connecticut: Rudd Center for Food Policy and Obesity; November 2013.

The 2013 update of this comprehensive report on fast food marketing (original published in 2010) found, among other trends, that black children and teens see 60% more TV ads for fast food than their white counterparts. Available from:

http://www.fastfoodmarketing.org/media/FastFoodFACTS_Report.pdf. Accessed March 13, 2015.

Rudd Center for Food Policy & Obesity. (2013). Fast food targeted marketing. *This update from the Rudd Center documented, among other trends, a substantial increase in fast food companies' spending on Spanish--language TV between 2009 and 2012, and persistent increases in black youth's exposure to fast food advertising.*

Available from:

http://www.fastfoodmarketing.org/media/fastFoodFACTS_TargetedMarketing.pdf.

Accessed March 12, 2015.

Harris JL, Schwartz MB, Brownell KD, et al. (2012). Cereal F.A.C.T.S.: Limited progress in the nutrition quality and marketing of children's cereals. Connecticut: Rudd Center for Food Policy and Obesity. *The 2012 update of this comprehensive report on cereal marketing (original published in 2009), found, among other trends, that Black and Hispanic youth visited child-targeted sugary cereal websites disproportionately more often than their white counterparts.* Available from:

http://www.cerealfacts.org/media/Cereal_FACTS_Report_2012_7.12.pdf. Accessed

March 13, 2015.

Grier SA, Mensinger JL, Huang SH, Kumanyika SK, and Stettler N. (Fall 2007). Fast Food Marketing and Children's Fast Food Consumption: Exploring Parental Influences in an Ethnically Diverse Sample," *Journal of Public Policy & Marketing*, 26:2 , 221-235.

In this study of fast-food marketing and its impact on children served by community health centers in medically underserved areas, results show that fast-food marketing also influences parents' behavior with respect to feeding their children.

Available from: <https://www.aacorn.org/uploads/files/GrierJPublPolicyMarket07.pdf>

PLACE

Lee RE, Heinrich KM, Reese-Smith JY, Regan GR, Adamus-Leach HJ. (2014). Obesogenic and Youth Oriented Restaurant Marketing in Public Housing Neighborhoods. *American Journal of Health Behavior*; 38(2):218–24.

Restaurants in low---income neighborhoods use more marketing tactics and tend to offer fewer healthy items and more items geared toward children than do outlets in higher income areas.

Quinn C, Rimkus L, Barker D, Chaloupka F. (2014). Outdoor advertising for foods and beverages: What's being advertised and to whom? (Poster). American Public Health Association Meeting and Exposition, New Orleans, LA.

A cross sectional analysis of more than 300 US communities found that predominately Latino communities tended to contain more outdoor advertising for fast food restaurants and full-calorie soda.

Ohri-Vachaspati P, Isgor Z, Rimkus L, Powell L, Barker D, Chaloupka F. (2014). Child-directed marketing inside and on the exterior of fast food restaurants. *American Journal of Preventive Medicine*; 48(1): 22-30.

Indoor child---directed marketing displays of kids meal toys are significantly more likely to appear in chain restaurants located in majority black communities, compared to those in majority white areas.

Grier SA, Davis B. (2013). Are All Proximity Effects Created Equal? Fast Food Near Schools and Body Weight Among Diverse Adolescents. *Journal of Public Policy & Marketing*. 32(1): 116–128.

This study shows that the relationship between proximity of fast-food restaurants and higher body weight is up to four times greater for Black and Latino students attending low-income and urban schools. Abstract only available from:

<http://journals.ama.org/doi/abs/10.1509/jppm.11.158>

Powell L, Rimkus L, Igor Z, Barker D, Chaloupka F. (2012). Exterior Marketing Practices of Fast-Food Restaurants – A BTG Research Brief. Chicago, IL: Bridging the Gap Program, Health Policy Center, Institute for Health Research and Policy, University of Illinois at Chicago.

This study revealed that exterior advertising for chain fast-food restaurants appears more frequently in low-income, predominately Black and Latino neighborhoods.

Yancey AK, Cole BL, Brown R, Williams JD, Hillier A, Kline RS, et al. (2009). A Cross Sectional Prevalence Study of Ethnically Targeted and General Audience Outdoor Obesity-Related Advertising. *Milbank Quarterly*; 87(1): 155-184.

African American zip codes have the highest density of outdoor advertising overall, while low-income Latino neighborhoods had the highest prevalence of advertisements featuring unhealthy products.

Li F, Harmer P, Cardinal BJ, Bosworth M, Johnson-Shelton D. Obesity and the built environment: Does the density of neighborhood fast-food outlets matter? (2009). *American Journal of Health Promotion*; 23(3):203–209.

The density of fast food outlets in a neighborhood is associated with community health outcomes.

Hillier A, Cole BL, Smith TE, Yancey AK, Williams JD, Grier SA, McCarthy WJ. (2009). Clustering of Unhealthy Outdoor Advertisements Around Child-Serving Institutions: A Comparison Of Three Cities. *Health & Place*. 15(4): 935–945.

An analysis of outdoor ads in Los Angeles, Philadelphia and Austin revealed that unhealthy ads were particularly clustered around schools, daycare centers and other

places that serve children in neighborhoods where low-income families and people of color lived. Available from: http://www.med.upenn.edu/beat/docs/Hillier_HAP.pdf

Powell LM, Chaloupka FJ, Bao Y. (2007). The availability of fast-food and full service restaurants in the United States: associations with neighborhood characteristics.

American Journal of Preventive Medicine: 33(4S):S240-S245.

In this analysis, predominately Black and mixed race neighborhoods were found to have significantly fewer restaurants overall, and a higher proportion of fast food restaurants, than did predominately white neighborhoods.

PROMOTION: Digital

Berkeley Media Studies Group. (2011). How you're targeted: Multicultural. This case study highlights key digital techniques that marketers use to access black and Latino teens, such as location-based marketing and data collection.

Available from: <http://digitalads.org/how-youre-targeted/case-studies/multicultural>.

Accessed March 12, 2014.

Grier S. (2009). African-American and Hispanic youth vulnerability to target marketing: Implications for understanding the effects of digital marketing. Memo prepared for the second NPLAN/BMSG meeting on digital media and marketing to children, Berkeley, CA. June 2009.

Four factors, including higher levels of media exposure, promotion of less healthful foods, receptivity to marketing, and ethnic identity development may increase how the responsiveness of African American and Latino youth to targeted marketing.

Available from: <http://digitalads.org/documents/Grier%20NPLAN%20BMSG%20memo.pdf>.

Accessed March 16, 2015.

Montgomery KC, Chester J. (2009). Interactive food and beverage marketing: Targeting adolescents in the digital age. *Journal of Adolescent Health*. 45(3 Suppl):S18–29.

This article summarizes tactics that food and beverage companies use to target youth, including youth of color.

Chester J, Montgomery K. (2008). Interactive food & beverage marketing: Targeting children and youth in the digital age. An update. Berkeley, CA: Berkeley Media Studies Group; 2008.

This memo includes statements from the food and beverage industry press about how and why companies like Coca Cola and McDonalds focus on African American and Latino consumers. Available from:

http://www.digitalads.org/documents/NPLAN_digital_mktg_memo.pdf. Accessed March 16, 2015.

PROMOTION: Television

Powell LM, Wada R, Kumanyika SK. (2014). Racial/Ethnic and Income Disparities in Child and Adolescent Exposure to Food and Beverage Television Ads Across the U.S. Media Markets. *Journal of Health and Place*. 29: 124–131.

Child/adolescent exposure to food-related ads, particularly for sugar-sweetened beverages and fast-food restaurants, was significantly higher in areas with higher proportions of Black children and lower-income households. Abstract only available from: <http://www.ncbi.nlm.nih.gov/pubmed/25086271>

Bridging the Gap and The African American Collaborative Obesity Research Network. (2014). Targeting Food and Beverage TV Ads at Minority and Low Income Children Research Brief.

Child/adolescent exposure to food-related ads, particularly for sugar-sweetened beverages and fast-food restaurants, was significantly higher in areas with higher proportions of black children/adolescents and lower-income households. Available from: <http://www.aacorn.org/Late-2687.html>, accessed March 18, 2015.

Fleming-Milici F, Harris JL, Sarda V, Schwartz MB. (2013). Amount of Hispanic Youth exposure to food and beverage advertising on Spanish- and English-Language television. *JAMA Pediatrics*; 167(8): 723–30.

Hispanic youth see an average of 11.6-12.4 television food ads per day, on both English and Spanish-language channels. Available from <http://archpedi.jamanetwork.com/article.aspx?articleid=1697987>, accessed March 24, 2015.

Kunkel D, Mastro D, Ortiz M, McKinley C. (2013). Food Marketing to Children on U.S. Spanish-Language Television. *Journal of Health Communication*; 18(9):1084–1096. *Food and beverage advertising targeted at Spanish-speaking children promotes less healthy items than does advertising on English-language children's programs.*

Barr-Anderson DJ, McCarthy WJ, Yore M, Harris KA, Yancey AK. (2013). Television Viewing and Food Choice Patterns in a Sample of Predominantly Ethnic Minority Youth. *Journal of Child & Adolescent Behavior* 1:106. doi: 10.4172/jcalb.1000106.

This study examines the relationship between television viewing and unhealthy snacks and beverage consumption, and suggests reducing TV viewing time as one intervention that could positively impact teens' eating habits and reduce their risk of nutrition-related disease. Abstract only available from <http://esciencecentral.org/journals/television-viewing-and-food-choice-patterns-in-a-sample-of-predominantly-ethnic-minority-youth-jcalb.1000106.php?aid=15277>, accessed on March 24, 2015.

Powell LM, Szczypka G, Chaloupka FJ. (2010). Trends in exposure to television food advertisements among children and adolescents in the United States. *Archives of Pediatrics and Adolescent Medicine*; 164(9).

An analysis of TV trends showed persistent and growing disparities between Black and white children's exposure to food and beverage marketing; over time, African American children in all age groups saw more food ads per day than their white counterparts.

Powell LM, Szczypka G, Chaloupka FJ. (2007.) Adolescent exposure to food advertising on television. *American Journal of Preventive Medicine*; 33(4S):S251-S256.

African American teens see more televised advertising for food products than do white teens and almost one quarter of those advertisements are for fast-food restaurants.

PROMOTION: Other

Grigsby---Toussaint DS, Moise IK, Geiger SD. (2011). Observations of marketing on food packaging targeted to youth in retail food stores. *Obesity*; 19(9):1898-900.

Stores located in predominately Black neighborhoods are more likely to feature in---store marketing (such as cartoon characters, etc.) for pastries and other high---sugar items.

PRICE

DiSantis KI, Grier S, Oakes M, Kumanyika S. (2014). Food prices and food shopping decisions of black women. *Appetite*; 77(C): 104---112.

An experimental study of black female shoppers showed that, in some instances, price reductions alone could increase their likelihood of purchasing healthy food items.

Phipps EJ, Kumanyika SK, Stites SD, Singletary SB, Coolblall C, DiSantis KI. (2014). Buying Food on Sale: A Mixed Methods Study With Shoppers at an Urban Supermarket, Philadelphia, PA 2010-2012. *Preventing Chronic Disease*; 11:140174.

The study shows many supermarkets are more likely to put high-calorie foods and beverages on sale than healthier, low-calorie options. Available from:

http://www.cdc.gov/pcd/issues/2014/14_0174.htm, accessed on March 24, 2015.

DiSantis KI, Grier S, Odoms-Young A, Baskin M, Carter-Edwards L, Rohm Young D, et al. (2013). What "price" means when buying food: Insights from a multisite qualitative study with Black Americans. *American Journal of Public Health*; 103: 516-522.

A qualitative analysis of interviews with black adults from 4 U.S. cities found that price is a primary influence on food purchases.

FIGHTING TARGET MARKETING

Germond C, Ramirez A, Gallion K. (2013). Regulation of Food and Beverage Marketing to Latino Youths. Austin, TX: Salud! America.

This report on the current state of regulation of the food and beverage industry

demonstrates that the industry's largely unsuccessful self-regulation efforts are even less effective at protecting Latino youth from the harmful impact of target marketing.

Kramer K, Schwarte L, Lafleur M, Williams J. (2013). Targeted marketing of junk food to ethnic minority youth: Fighting back with legal advocacy and community engagement. Pages 389--405 in: Williams JD, Pasch KE, editors. *Advances in Communication Research to Reduce Childhood Obesity*. Heidelberg: Springer.
This overview of potential legal challenges to targeted marketing of junk food to youth of color includes examples of successful efforts to engage communities around improving the food environment.

Lassiter VC, Grier SA. (2013). Understanding Community Perspectives: A Step Towards Achieving Food Marketing Equity. Pages 343--66 in: Williams JD, Pasch KE, editors. *Advances in Communication Research to Reduce Childhood Obesity*. Heidelberg: Springer.
This analysis of how to shift demand in communities of color towards healthier options places target marketing in a historical context.

COMMUNITY PERCEPTIONS ON MARKETING

Baskin ML, Herbey I, Williams R, Ard JD, Ivankova N, Odoms-Young A. (2013). Caregiver perceptions of the food marketing environment of African-American 3--11-year-olds: A qualitative study. *Public Health Nutrition*;16(12):2231--9.
In a series of interviews, African American parents and grandparents expressed concerns about many aspects of the food marketing environment, including target marketing techniques, and their impact on children.

Bibeau W, Saksvig B, Gittelsohn J, Williams S, Jones L, DR Y. (2012). Perceptions of the food marketing environment among African American teen girls and adults. *Appetite*; 58(1): 396-399.
Interviews with teen African American girls, parents and teachers underscore the importance of all aspects of marketing in shaping the food preferences of young people of color.

For more information about this bibliography or to add papers to the list please contact Fernando Quintero at Berkeley Media Studies Group, quintero@bmsg.org, 510.204.9700.