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Industry, Marketing and Advertising

Food and Nutrition



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The Food Environment

- The food environment refers to the types of food that are available and accessible in the places where we live, learn, and spend time, and which influence what we buy and eat.
- How easy it is to get and how much it costs can make it harder or easier to maintain a balanced diet, because it influences what food and drink we choose.
- The food industry is a complex, world-wide network of businesses that supplies most of the food consumed by the world's population.
- The food industry includes those who farm foods to those who process, package, distribute and sell food and drinks.
- Big companies make lots of the snacks, drinks and meals we see in shops and online. They want us to buy their products, so they use fun packaging, cool ads and sometimes even give out toys with their food to make it seem more exciting.
- You will be familiar with many large food and drink businesses such as Nestle, Coca-Cola, Cadbury's, Braces and many more.



Our Food Environment and Industry

There are 4 main sectors within the food industry, these include:

Marketing & Advertising

This is how companies promote their products, using tools such as online, TV, magazines, billboards and more.

Corporate Social Responsibility:

This is when large or even global companies give back to societies, this can include giving money to charity or providing sports equipment to schools. The responsibilities also include things like sustainability, fair trading and workplace diversity.

Supply Chain & Global Influence:

Large/global companies have large networks that allow them to promote and sell their products everywhere. They can decide what to make, how much it costs and how to market it.

Lobbying, Laws & Rules:

Many rules and regulations surround the food industry. This includes food labelling, allergy laws, age restrictions and can even say what time of day food can be advertised on TV!

The Food Industry

The food industry has grown at a rapid rate which means our food culture has changed and developed over time. There are more food choices available to us now than ever before, some being positive and others having a potential negative effect. The major changes in the food industry are:

Technology
and
Innovation

Ethics

Increased
Convenience
Food

More choice

Sustainability

Health and
wellness
Focused

Online
shopping

Price

Pre-packaged
foods

Consumer
expectation

Industry Strategies

Food and drink companies have the flexibility to set their own prices for products. However, some pricing decisions are influenced by regulations, such as the sugar tax levy, which is governed by specific laws and regulations.

Here are some examples of the factors that influence their pricing decisions:

Fast Food Chains: Fast food places usually charge less for basic items like regular burgers and more for special items like premium burgers or meals.

Specialty Coffee Shops: The prices are based on how much it costs to make the coffee, including the ingredients and the work involved in preparing it. It may also include where products have come from, such as imported coffee.

Supermarkets: Supermarkets use special deals like discounts, multi-buy offers, and loyalty cards to make certain products more appealing to young people and families. These deals help increase sales, especially for products that make the store more money.



Junk Food's Spotlight: The Unseen Show Stealing Young Peoples' Attention

Imagine a big stage where junk food plays the star, dressed in bright colours and flashy wrappers, with a spotlight shining directly on it. The sugary snacks and greasy treats take the leading role, dancing and singing to grab everyone's attention. Meanwhile, the healthy fruits and veggies are hidden in the shadows, pushed to the back, barely noticed.

Children are the audience, eyes glued to the stage, unaware that they're being drawn in by the lights and sounds. The pandemic pulled up more chairs, giving junk food an even bigger stage and brighter spotlight, making it harder to see anything else.



Marketing Tactics

Many products that are ultra processed are presented in bright packaging with large brand logos. Characters and animals are often paired with product names to make them more appealing to children and young people. Examples include **Barny Bear**, **Monster Munch**, **Penguin**, and **Coco Pops**, among many others.

The food industry will also use catchy slogans or tag lines to make their products stand out. You may recognise some of these:

'Kids and grown-ups love it so, the happy world of Haribo'

'I'm lovin' it!'

'Finger-licking good'

'Snap, crackle, pop!'



Advertising and Marketing:

Television and Online Ads

Television and online advertisements often use bright colours, engaging visuals, and memorable characters to capture attention. Many companies design their adverts to appeal specifically to children and teenagers, using popular music, familiar themes, and eye-catching imagery to make their products more attractive.

McDonald's frequently airs television ads featuring Happy Meals with themes or characters from popular films, aiming to make the meals more appealing to children. These ads often highlight the toy included with the meal, which may increase children's enthusiasm for buying a Happy Meal.

Snack brands such as Pringles or Doritos might run short, engaging advertisements on YouTube before videos that are popular with children. These ads often present the products in a fun and playful manner to resonate with young viewers.



Although high in fat, salt and sugar product ads are not permitted to appear in media specifically for under-16s, many ads are still appealing and can be seen by children.

Advertising and Marketing:

Social Media Influencers

Different brands partner with influencers who are popular among young people to promote their products, making them seem more desirable. For example;

TikTok Challenges Sponsored by Food Brands: A sweet company might launch a viral challenge on TikTok, where influencers show creative or entertaining ways to enjoy a new sweet. This challenge encourages young followers to try the sweet and join in the trend.

Instagram Endorsements by Influencers: An influencer popular with teenagers may post about trying a new flavoured drink or snack, tagging the brand and encouraging their followers to do the same. This can create a sense of trendiness around the product.



Who Owns Prime Hydration?
([watcher.guru](https://www.watcher.guru))

Marketing Tactics - Product Placement

Children and young people are especially at risk of being influenced by advertisements and celebrity promotion of products. Food and drink brands place their products in movies, TV shows and video games that are popular with young audiences.

Some brands create online games that integrate their products, making the brand experience fun and interactive. Some video games popular with young people may feature virtual billboards or vending machines displaying real-life snacks or drinks, such as Pepsi or Skittles. This exposure helps make these products more familiar and appealing to young players.

Energy drinks, which have high levels of caffeine and sugar are associated with a range of adverse outcomes and risky behaviours. However, research has found that energy drinks are often marketed on gaming sites and linked to sports and an athletic lifestyle and are particularly aimed at younger males.



In Store Marketing

Big supermarket brands use clever marketing tactics to make us spend more time and money in their shops.

Eye-Level Placement: Products targeted at young people are often placed at their eye level to make them more noticeable and easier to pick.

End Caps: Popular snacks and sugary drinks are placed in high-traffic areas like ends of aisles and are often on offer.

Checkouts: Here is where you will find items like magazines, sweets and chocolate here where young people are more likely to ask for them. This is the store's last chance to get you to buy a few more items.

Essential items are at the back of the store and far apart. This makes you walk past other items and maybe buy more things.



Check out the Laws and Regulations Knowledge Bank for more information on Restrictions on HFSS product placement and promotions.



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