

Table 1 Marketing technique for advertisements in mass media according to nutrient profile

Types of food based on nutrient profile	Percentage of ads			Percentage that used marketing techniques addressed to children																			
				Shown during children programs	Presence of a child/teenager			Presence character of a cartoon or celebrity			Use of toys		Use photos or drawings that attract children		Use words, sounds or music that attracts children			Children specific activity			Win gifts/monetary incentives (buy one get one free, gifts, vouchers, discounts)		
	TV (N=46)	Radio (N=73)	Newspaper (N=258)	TV	TV	Radio	Newspaper	TV	Radio	Newspaper	TV	Newspaper	TV	Newspaper	TV	Radio	Newspaper	TV	Radio	Newspaper	Radio	Newspaper	
Chocolate and sugar confectionary, energy bars and sweet toppings and desserts	46		5.8	100.0	100.0			90.5	6.7		9.5	73.3	100.0	80.0	100.0		80.0	100.0					73.3
Savoury snacks	2.2	43.8	6.2	100.0		100.0	50.0			31.3		6.3	100.0	81.3	100.0	100.0	31.3	100.0					25.0
Beverages (milk drinks)	3.3			100.0	86.7			100.0					86.7		100.0			100.0					
Beverages (energy drinks)																							
Beverages (other beverages)	3.0		5.8	100.0	7.1			100.0						100.0	100.0	100.0		100.0				86.7	
Edible ices	2.2		1.2	100.0				100.0						100.0		100.0							
Breakfast cereals	1.3			100.0	50.0			100.0					33.0		100.0		100.0					100.0	
Cakes, sweet biscuits, pastries and other sweet baker's wares and related dry mixes	1.1			100.0	100.0								40.0		100.0		100.0					100.0	
Ready made and convenience foods and composite dishes	7.4	6.8	63.2	100.0	29.4			17.6	8.6			0.6	94.1	9.2	85.3	100.0	9.2	8.8	100.0				
Cheese	3.7			94.1				100.0				100.0		100.0		100.0					11.8		
Butter and other fats and oils			4.3												63.6								18.2
Fresh, dried or cooked pasta, rice and grains		6.8	8.1				4.8									100.0							
Fresh and frozen meat, poultry, fish		24.7	1.2				44.4		11.1	66.7						100.0						44.4	
Processed meat and poultry			2.7							14.3					42.9		28.6						28.6
Processed fruit, vegetables and legumes			0.8																				
Other foods (not in the nutrient profile)																							
Milk formula for ages 1 - 3 years (Renagrow)	41.0			95.8	25.9			24.9				24.3		93.7		99.5						98.4	
Milk formula for ages 2 - 13 years (Pediasure) tea	30.4			100.0	8.6			8.6			8.6		100.0		100.0							100.0	
		17.8			54.8			2.7							89.0	93.2		6.8				28.8	