



**YALE RUDD CENTER**  
FOR FOOD POLICY & OBESITY

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# Helping parents raise healthy kids: The future of in-store marketing?

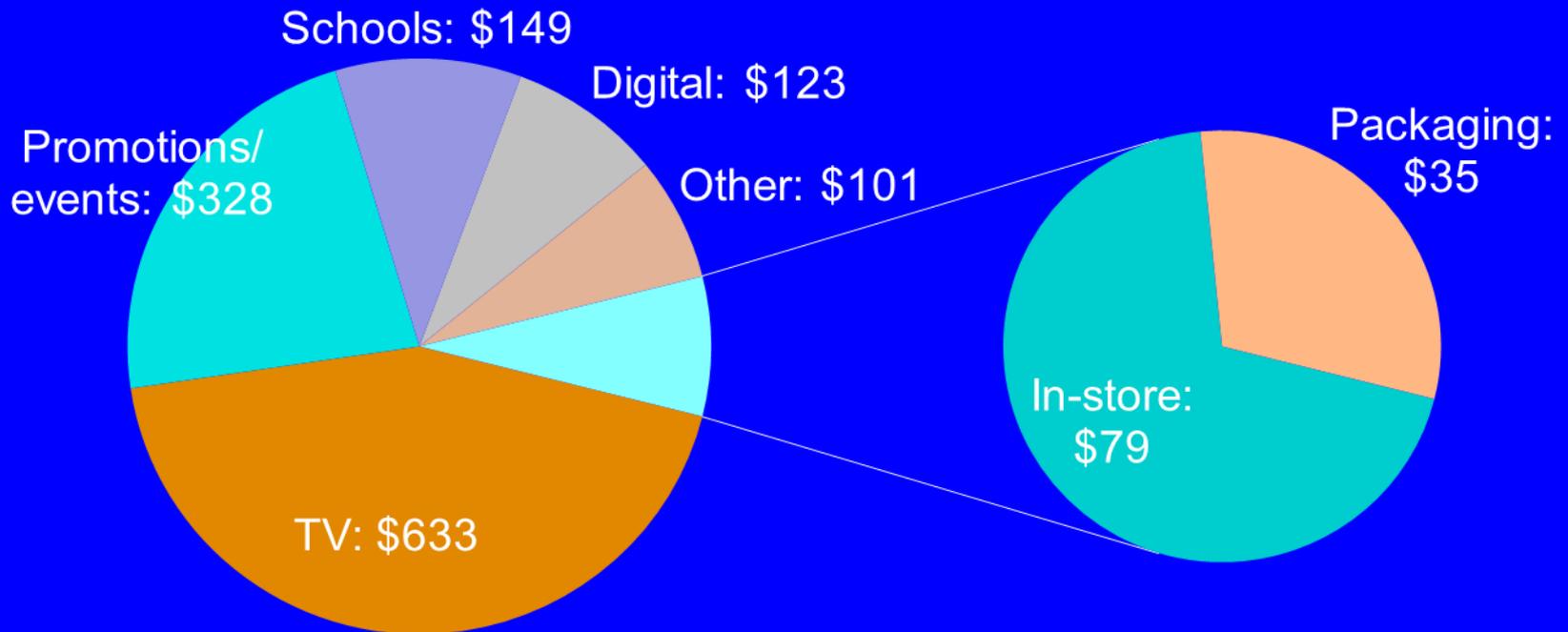
Jennifer L. Harris, PhD, MBA

April 15, 2013  
Washington, DC  
2013 National Food Policy Conference

# Youth-targeted marketing expenditures

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2009: \$1.8 billion total



Source: FTC 2012 \*Excludes cost of kids' meal toys

# Expenditures by product

- \$945 million in total retail-based marketing

	In-store	Packaging/ labeling
Carbonated beverages	\$167.4 mill	\$16.2 mill
Snack foods	\$131.2 mill	\$30.3 mill
Candy/frozen desserts	\$116.3 mill	\$17.6 mill
Restaurants	\$96.1 mill	\$26.9 mill
Juice/non-carbonated beverages	\$85.4 mill	\$27.3 mill
Breakfast cereal	\$73.4 mill	\$8.7 mill

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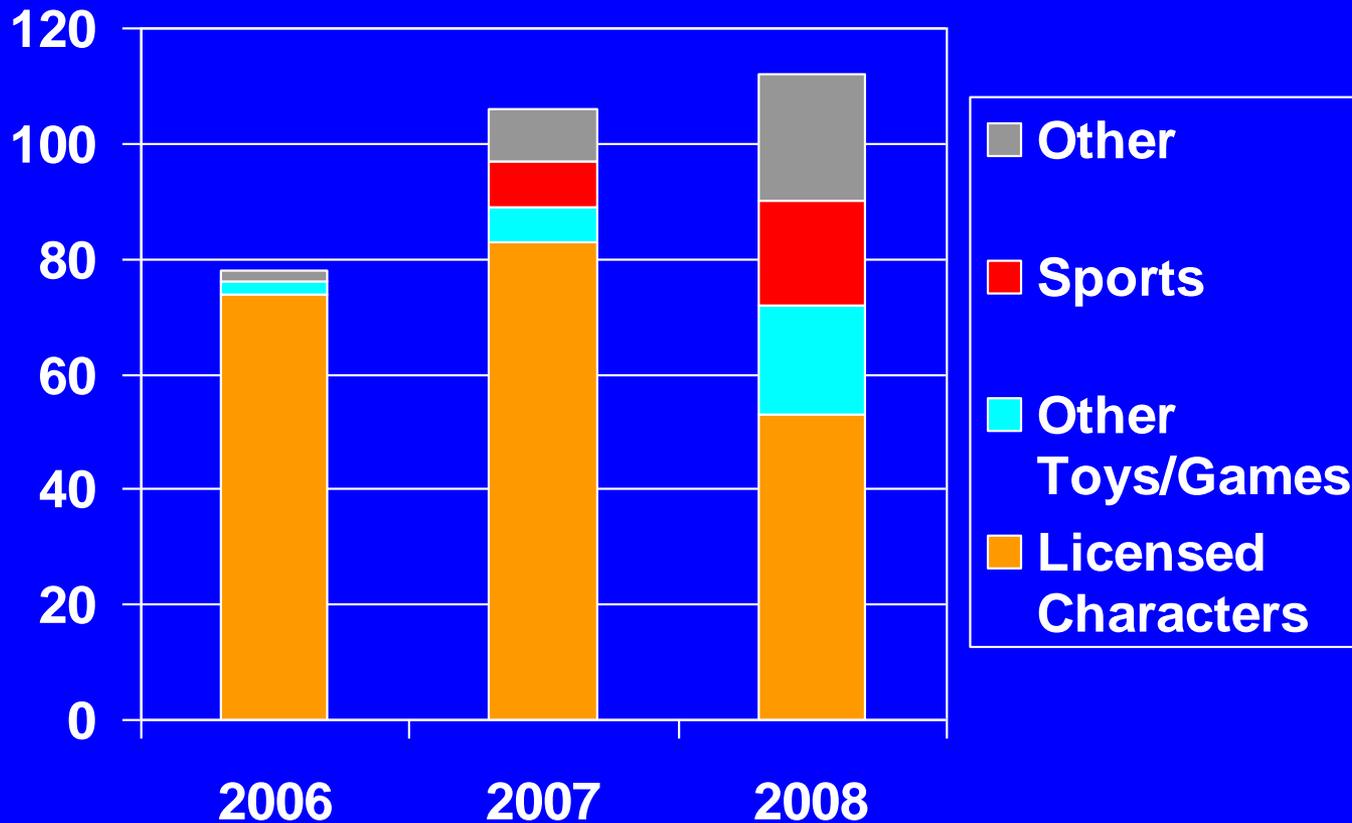
Source: FTC 2012

# Retail-based marketing

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- Packaging
- Shelf placement
- Special displays
- Price promotions

# Youth-oriented cross-promotions



Source: Harris, Schwartz & Brownell, 2009

# Effects of licensed characters



	Character tastes better	Tastes the same	Plain tastes better	Signif.
Graham crackers	55%	37.5%	7.5%	<.001
Fruit snacks	52.5%	37.5%	10%	<.001
Baby carrots	50%	25%	25%	.07

Source: Roberto, Baik, Harris, & Brownell, 2010

# Shelf placement

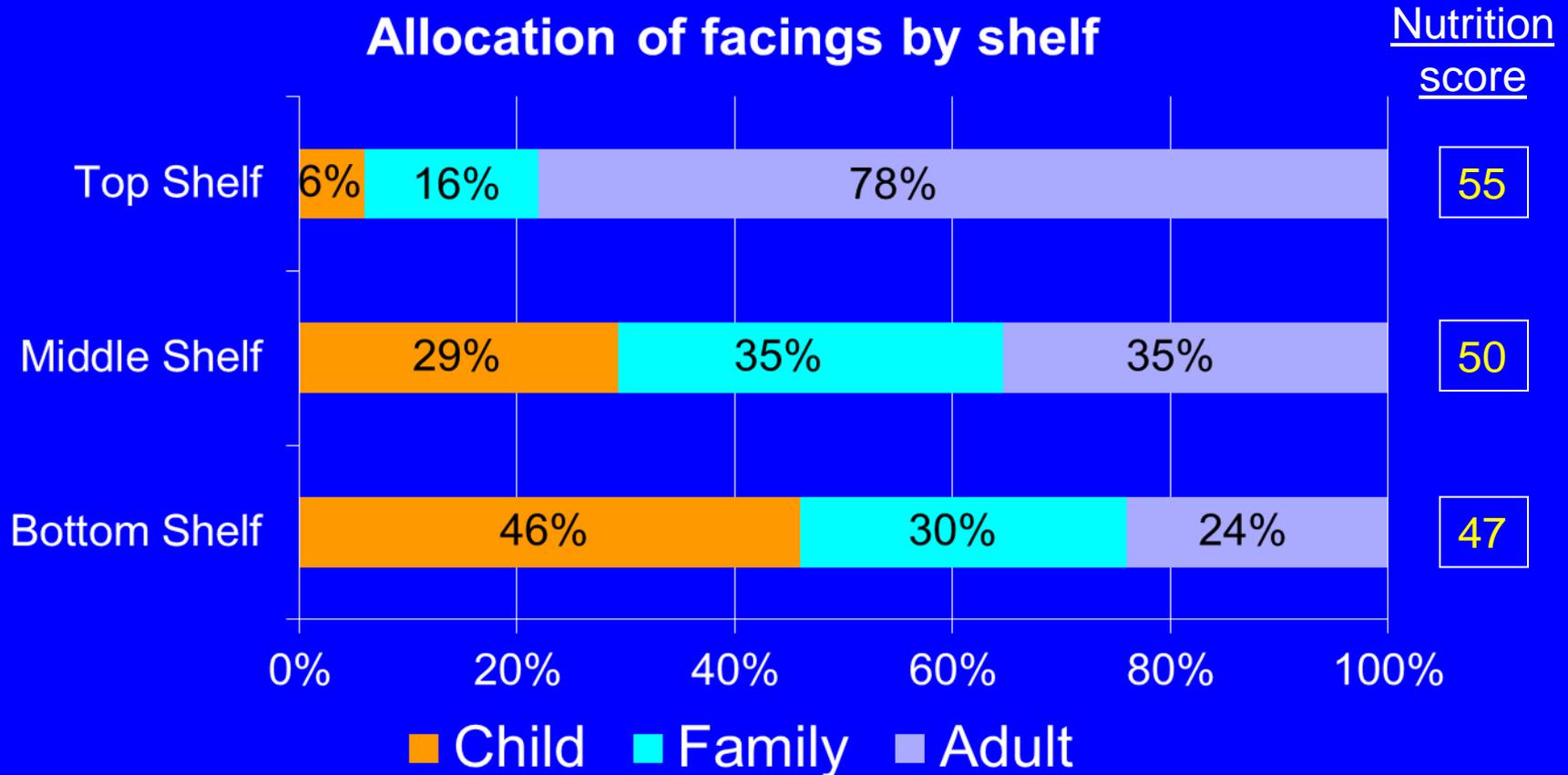


# Prime shelf locations

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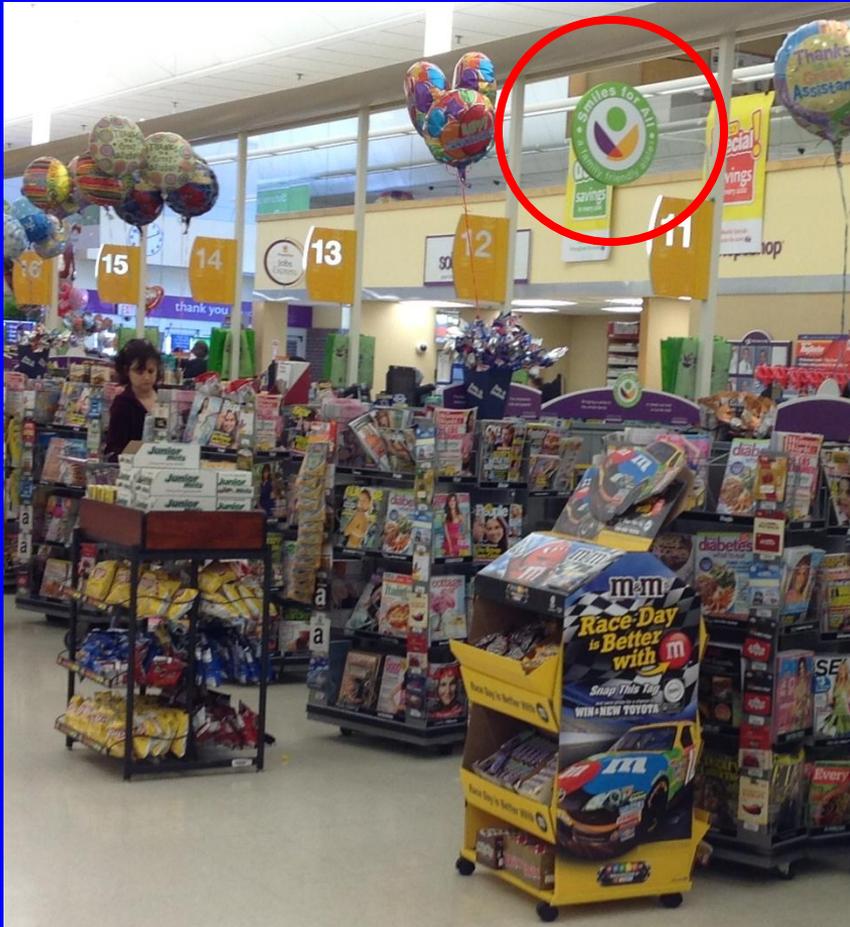


# Shelf composition



Source: Cereal Facts, 2009

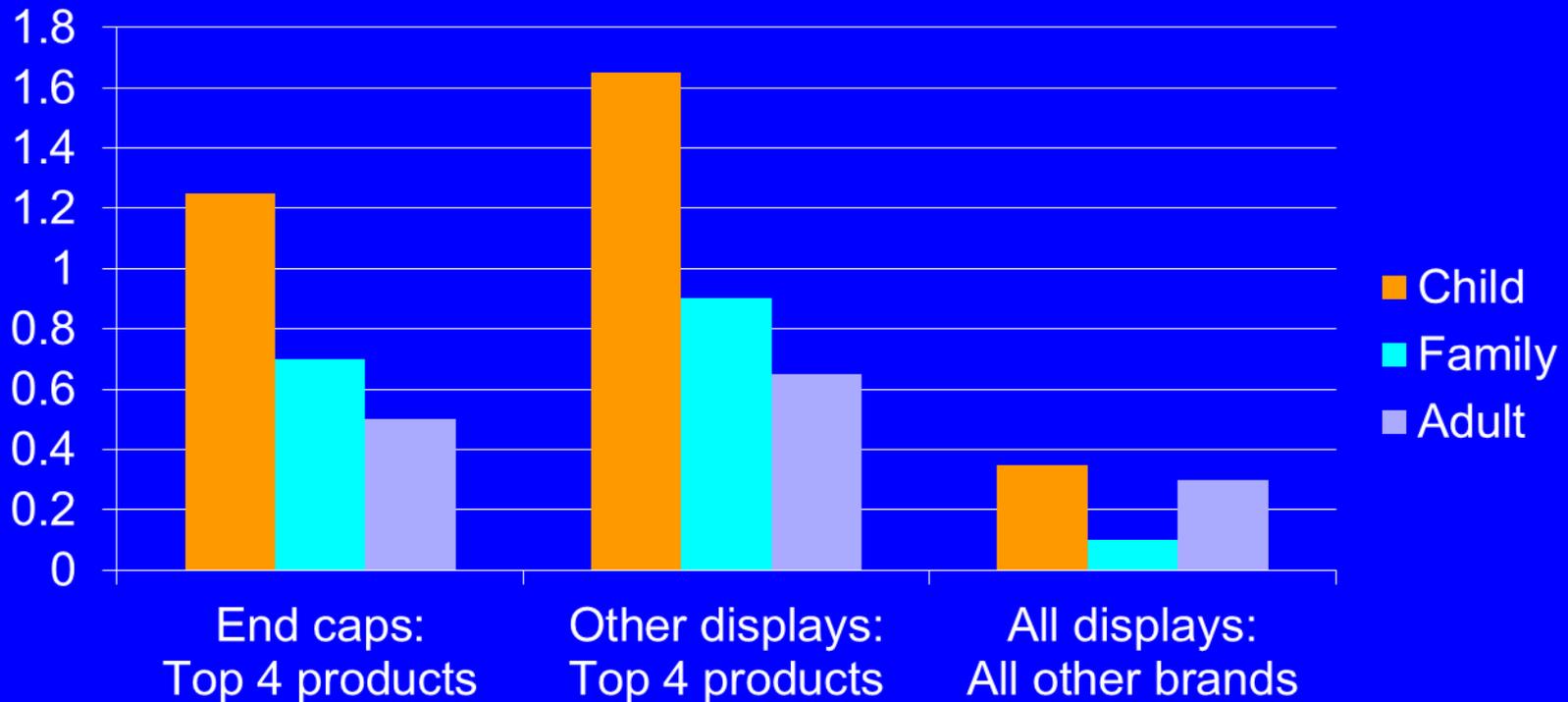
# Special displays



# Special displays: cereals

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Displays per store (5 weeks)



# Pricing

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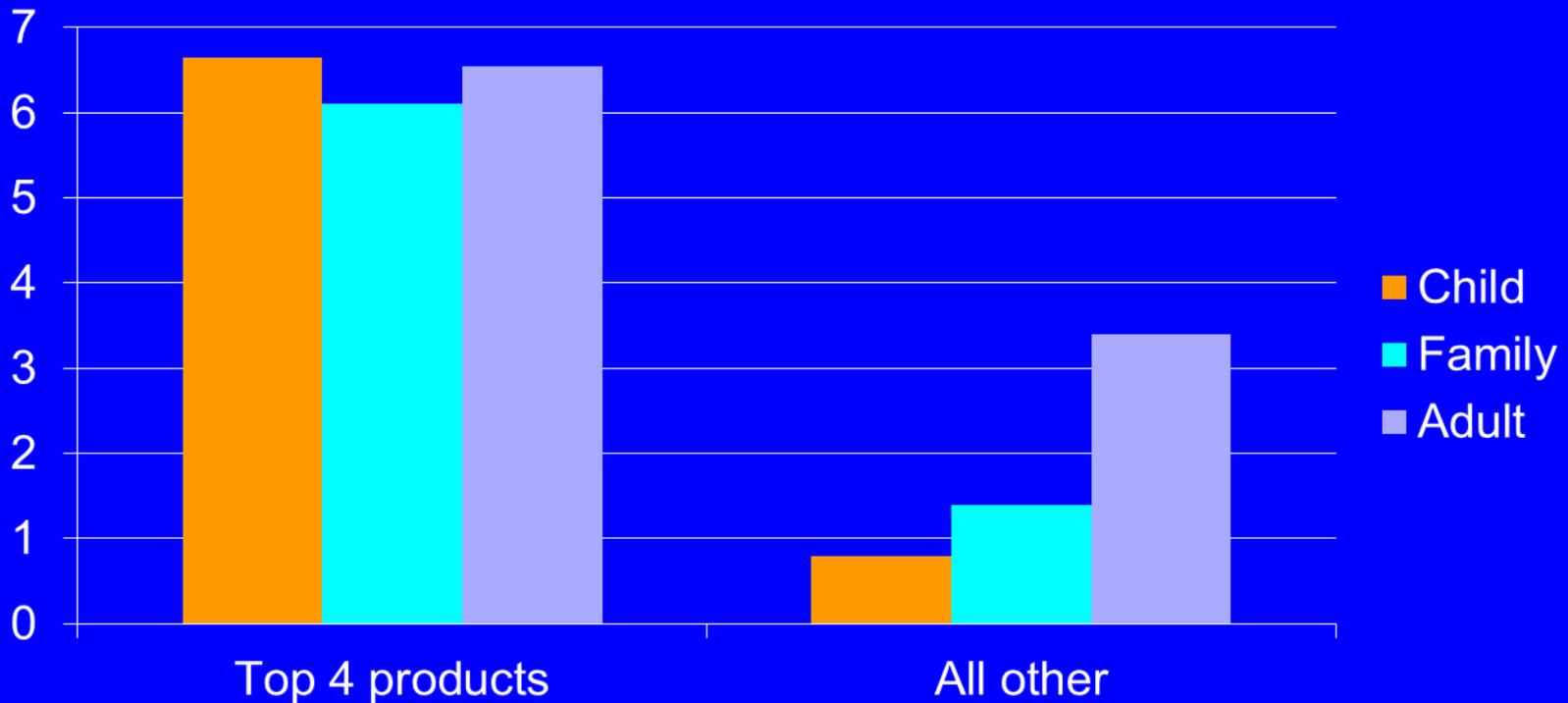
- Store brands
  - 18% of cereal shelf space
  - 12% of sales (Mintel, 2009)
- Price promotions
  - Price signs, shelf danglers, coupons



# Price promotions: cereals

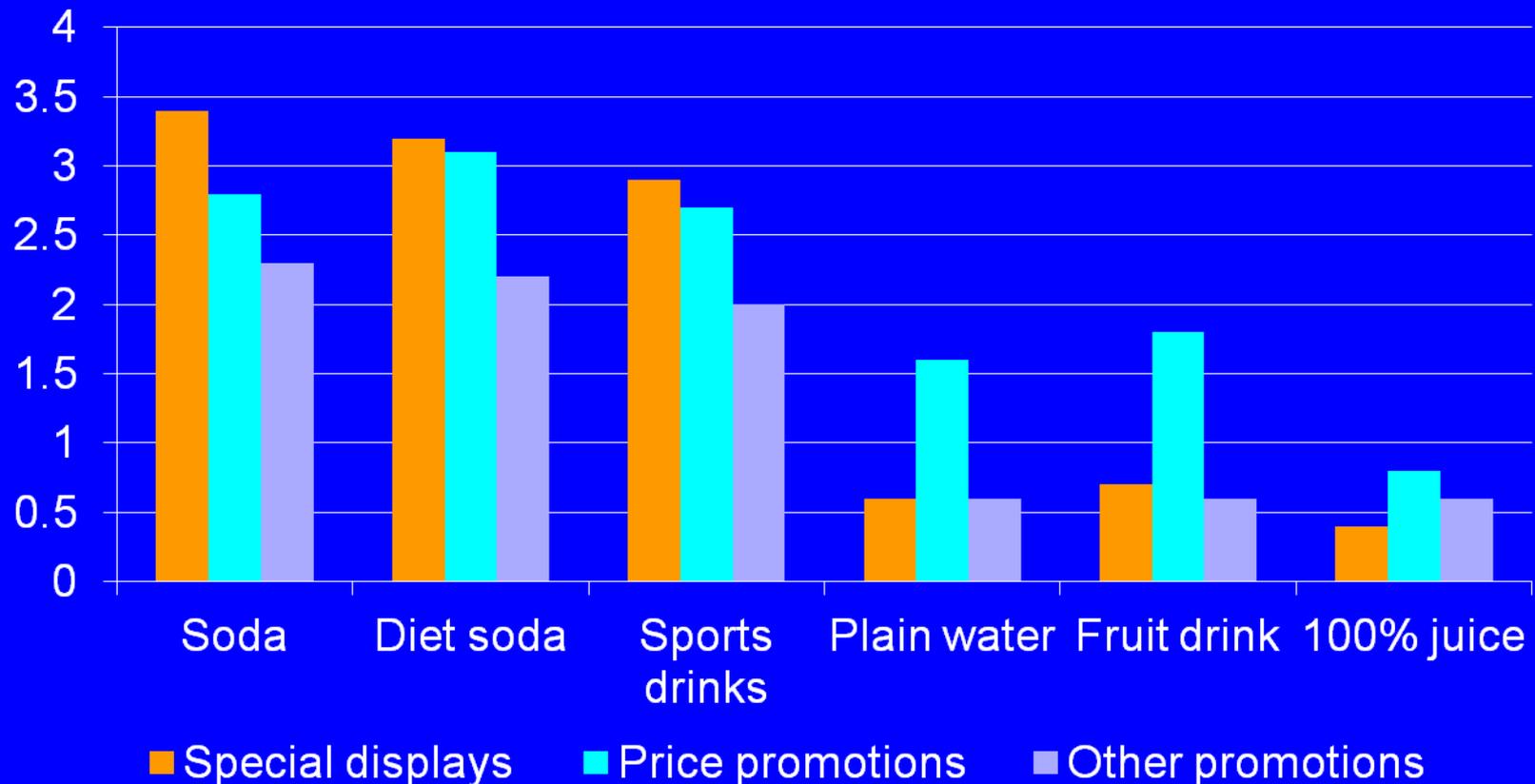
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Promotions per store (5 weeks)



# Sugary drink promotions

Promotions per product (4 weeks)



# Incremental sales

Percent of total sales:

34%

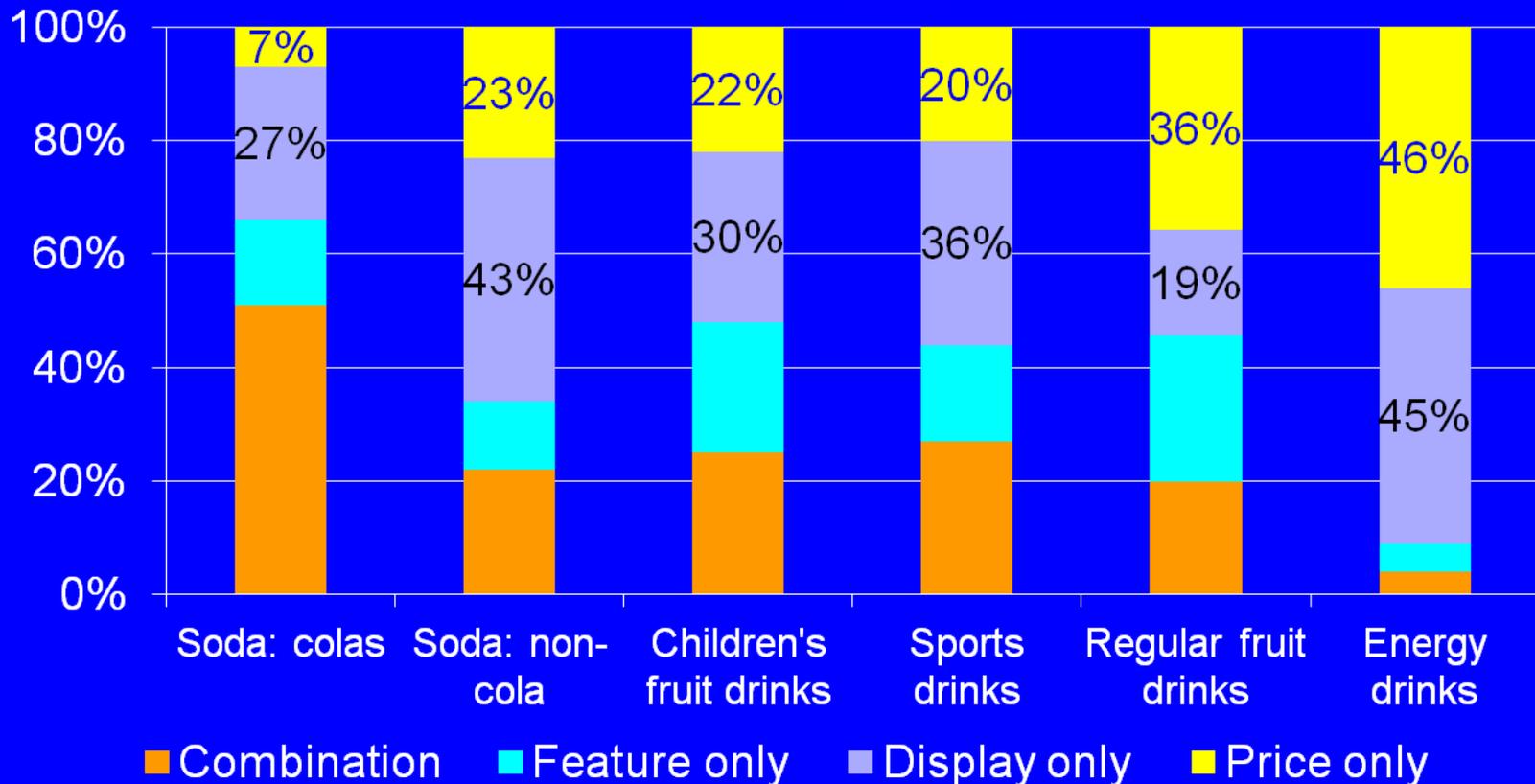
23%

23%

22%

17%

9%



Source: Sugary Drink FACTS, Analysis of Symphony IRI data, 2011

# The healthy supermarket

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- Set nutrition standards for products marketed directly to children in stores
  - Product packaging and special displays
  - Licensed characters and promotions
- Increase prominence of more nutritious products
  - “Family-friendly” aisles
  - Prime shelf placement
  - Separate foods by nutrition quality

# The healthy supermarket

- Increase promotion of nutritious products
  - Special displays and price promotions
  - Other incentives and promotions
  - Products from smaller, specialty companies
- Develop more nutritious store brands

# Helping parents raise healthy kids?

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# Thank you!

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My colleagues at the Rudd Center

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[YaleRuddCenter.org](http://YaleRuddCenter.org)

# Spotlight on company practices

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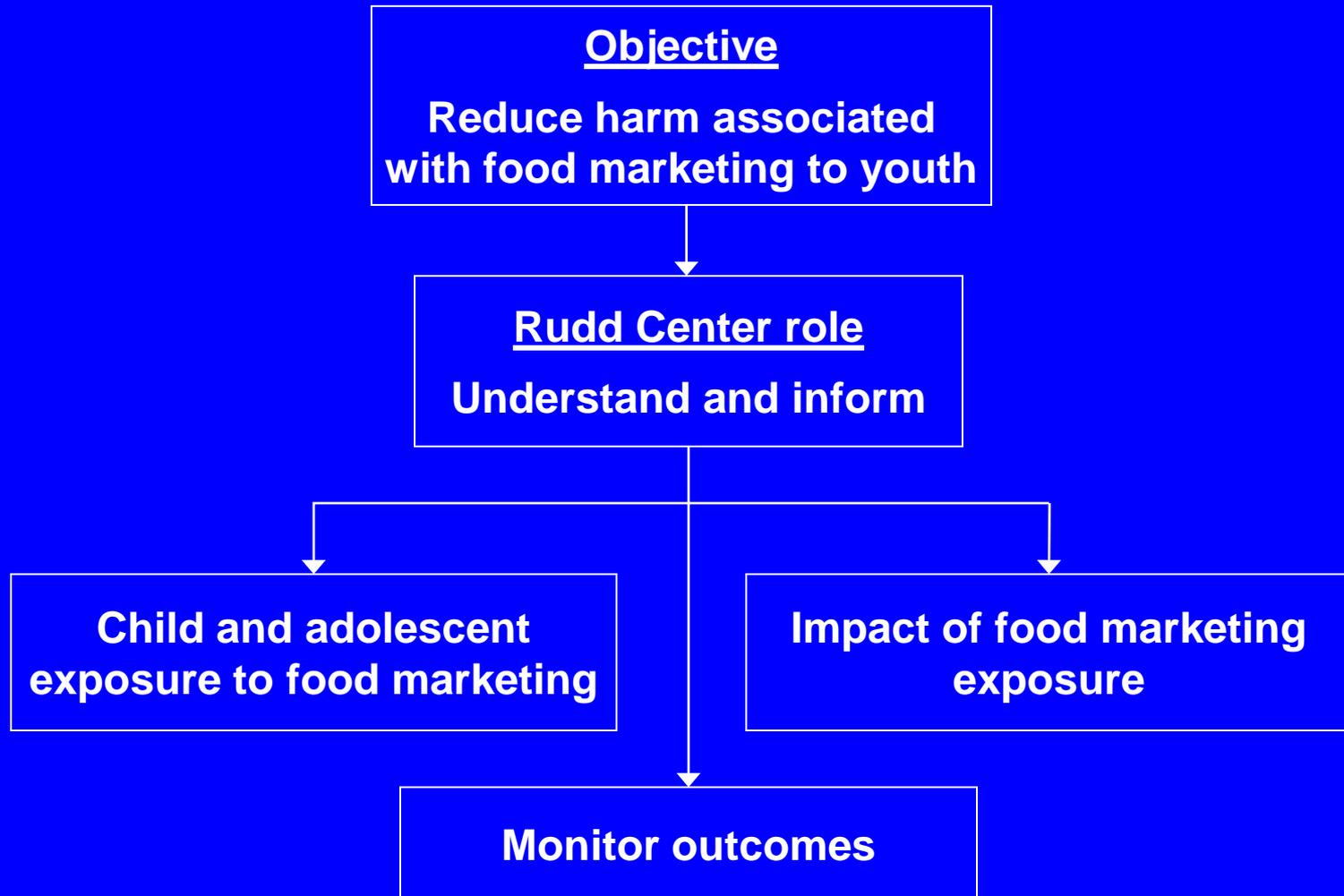
[CerealFacts.org](http://CerealFacts.org)



[SugaryDrinkFacts.org](http://SugaryDrinkFacts.org)

# Rudd Center food marketing research

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# Strategy for change

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