Social effects of advertising on children

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1. Introduction

Today, the advertising can have a great impact on children’s daily lives. Since many products marketed to children are not healthy and promote obesity the sales of products and services that are targeted to little kids are still high, thus those companies who have good marketing strategies are operating on the competitive market quite effectively. From this perspective, it is important to examine what kind of advertising techniques and trends nowadays the marketers are using to address the desired target audience comparing to the best practices of the international companies coming from early nineties.

The purpose of this thesis work is to identify what kind of effects advertising can cause on children’s psychological and psychical well-being and how persuasive and influential are those when it is about to sell a new product to children. The general hypothesis is that advertising has a negative effect on children. With regards to this several studies have drawn the conclusions that advertising can have a negative effect on children, especially when it is related to food advertising that might cause childhood obesity and overweight. (Charry & Claude, 2011). Thus, the general hypothesis towards food advertising is that most of the advertisements and TV commercials that are being aired online promote persuasive messages about any product and the marketers only goal is to sell a product that can increase chances of the children’s obesity. Although, this research is going to find out what are benefits of the advertisement and how effective and meaningful it can be in certain cases. Accordingly, this paper is going to support the three objectives of the whole work that can identify how differently advertising’s intent can be seen and how positive impact it can have on children’s lives. Those objectives are following:

- To find out what marketing techniques marketers used to target children effectively and how they have moved into the online world to reach young consumers much easier,
- To identify how positive effect advertising can have on children when it is related to food advertising,
- The importance of food advertising that can educate parents and children and build their confidence towards some products aimed to children.

In the first part of the present thesis, the review of related literature and theory will be applied that underline the evidence that the children have negatively been affected by
TV commercials and online advertisements popping up on the internet websites they frequently visit on. To be able to focus on the main question **Social Effects of Advertising on Children**, all these resources will be in connection with advertising targeting kids and their understanding of commercial content for the given age group between 8-10 years. One of the main objectives of the thesis work is to focus on **food advertising** (fast food, nutritional and healthy/unhealthy food, drinks) and to find out its positive and negative effects on children well-being. One of the main aspects that will be discussed and analyzed is to consider children as absolute consumers and their purchasing behavior. Also, the parental role in making buying decisions of their kids after having some information about any product addressed to them.

Thus, one further question this study will have sought is to answer whether the impact of advertising on children’s psychological well-being is harmful or if it also has any positive intent that can insure them to purchase one’s product and get functional and emotional value integrated in it.

In the second part of this paper the empirical research will give us a clear understanding what a variety of marketing techniques Georgian marketers use to attract children and their parents. In addition, there will be analyzed possible strategies for the marketing campaigns that lead their companies’ success to reach the desired audience effectively.

Furthermore, the effects of advertising and marketing have a dependency on the attention children pay to the advertisement, how well they remember the content, and how well they comprehend the advertiser’s intent, as well as on their subsequent purchasing behavior. Accordingly, this aspect will also be observed in details and useful insights will be implemented at the end.

### 1.2. Introducing international companies targeting kids all over the world

Nowadays, there are a lot of examples of the international companies that successfully target kids with attractive advertisements in their early ages. The Neil Samson’s study about “marketing food and drink to children responsibly” looked at how food and drink have been marketed to children over the last 15 years. It mainly showed how the “compression culture” of the 1990s, where parents were cash rich and time poor, combined with trends towards fewer children, dual income families and rising divorce rates to foster parental indulgence of children during “quality time”, and thus to “kid power”.

Currently, there are number of moves on to the pressure on companies to produce and advertise healthier foods because of the incidence of childhood obesity, and the responses to this of firms like McDonald’s, Kraft and Kellogg’s: reduction of sugar, fat and salt content and additives, promotion of healthier and more active lifestyles, a switch to targeting mothers instead of children, and use of the internet. Finally, the above-mentioned study summarized following with a list of points for consideration by responsible marketers of foods with high fat, sugar and salt levels: they concern advertising honesty, transparency and balance. (Samson, 2005).

What is also crucial to discuss how much money is spent by the companies on advertising. The recent studies proved that the McDonald’s spends the highest amount of money and time compared to other brands available on the market. Indeed, McDonald’s is the largest fast food restaurant and spends more money on advertising and marketing than any other brand. McDonald’s was also one of the first companies that could develop an innovative marketing strategy intended to build a relationship with children that would last a lifetime. “Today, McDonald’s is constantly creating this relationship with children by linking its food and restaurant with popular cartoon characters and children’s movies.” What was the most successful product they created in the children category- the Happy Meal, which provides children with toys related to television and movies, but only after they purchase those meals at an actual branch of the restaurant. “Ronald McDonald is recognized by 96% of all-American school children regardless of race or income and is second only to Santa Claus as the most recognized fictional character. Obviously, McDonald’s advertising efforts have paid off.” (Willette, 2007).

Following companies McDonalds, Burger King and Wendy’s lead all other companies in the use of premiums in their promotions. Basically, most of their premiums that are aimed at children, with some Fast Food retailers beginning their targeting to children from the age of three. “In order to give some latest measurements of Fast Food retailer involvement with premiums aimed at children, McDonalds has shown the highest results and it seems to be the largest distributor of toys (but used as premiums) in the World.” (Lambert, 2010).
2. Literature review

The concept of advertising

“Advertising is fundamentally persuasion and persuasion happens to be not a science but an art.”

William Bernbach

https://tinyurl.com/y2498r6p

2.1 Advertising techniques

According to the Calvert’s findings published in 2008, it was proved that back then, the television was earning most of the advertising dollars, but nowadays, fortunately or not latest technologies are providing new ways for marketers to reach children and it is faster and the kids exposure is more effective.” (Calvert, 2008). Thus, public policy regulates how advertisers can interact with children through television. However, looking at the today’s world, it is obvious that technology made our lives much easier and marketers are in a better condition because they advertise their products through online channels and they product appear anywhere they desire, for example: in children’s video games, cartoons, movies, in store-advertising (especially, in the fast-food chain), etc.

2.2 Internet Advertising

Internet advertising is today’s most powerful phenomenon that can reach target audience quite effectively. The recent marketing practices such as repetition, persuasion, information, visualization through online channels(social media, portals, websites), in addition to them branded environments, and free prizes, some promises of gift-giving with a product are more effective in attracting majority of the consumers particularly, children who are very sensitive towards some presents and they pay more those products after seeing them in the shopping malls. Thus, making products stay in their memory, and influencing family purchasing choices are affected by marketing techniques that successfully attract children’s audience. (Calvert, 2008).
2.3 Advertising and children
Advertising to children is the process of promoting products and services to individuals that are younger than 12 years old. This age is the latest limit because twelve is known to be an age where most people can become media competent. In the U.S., many children are unsecured to more than one thousand advertisements in a day through television, internet, outdoor advertising- billboards, and print media- journals, magazines, newspapers. In some countries governmental entities have put restrictions or have prohibited advertisers from promoting products to kids. Nevertheless, most of the businesses cannot afford to stop marketing to children because they represent a beneficial market.

A lot of government agencies, parents, teachers, and researchers have become excessively interested in the impacts of advertising towards children. (Salem Press Encyclopedia, 2017. 2p). Nowadays, most of the children prefer to receive informational messages through various forms of media. Recently, since many companies know that children have a big influence on how families spend money, they try hard to gain the attention of children through attractive advertisements. It is interesting to discuss how those companies try to promote media consumption at young ages and how they influence children to aspire products that they may not necessarily need but still they try to make them interested in the content. At the same time, they add more pressure to parents to react on those advertisements and their children’s responses to them. (Salem Press Encyclopedia, 2017. 2p).

2.4 Food advertising
Food is the second biggest advertised product on different communication channels targeting children (Kelly, Halford, Boyland, Chapman, et al., 2010). According to the 13 countries’ statistics, food-related commercials on television appeared for an average of five hours per day; more than 60 percent of these commercials were related to unhealthy products (Kelly et al., 2010), classified as products comparatively poor in nutritional value but high in calories, fat, sugar, or salt (Castonguay, Kunkel, Wright, and Duff, 2013; De Droog, Valkenburg, and Buijzen, 2010; Heb- den, King, and Kelly, 2011).

According to several studies’ results, the most frequently advertised food groups were fast-food; chocolate and baked products that consist high fat and sugar and some
unhealthy additives. (Harris, Sarda, Schwartz, and Brownell, 2013; Kelly et al., 2010; Wicks, Leblanc, Warren, Fosu, and Wicks, 2009).

2.5 The science and social impact of obesity

“Overweight and obesity are terms given to ranges of weight that are greater than what is generally considered healthy for a given height. Obesity ranges are determined by using weight and height to calculate a person’s body mass index or BMI. In children, BMI ranges above a normal weight have different labels than those ranges associated with adults: “at risk of overweight” versus “overweight.” (Willette, 2007). These BMI ranges consider normal differences between boys’ and girls’ body fat overall amount and those differences in body fat basically depend on the age. (Willette, 2007).

Many experts, including pediatricians, media researchers, and child development professionals, have theorized that media may contribute to childhood obesity in several ways. These include: (1) the time children spend using media displaces time that could have been spent on physical activity; (2) food advertisements to which children are exposed cause them to make unhealthy food selections; (3) children snack more excessively when they are watching television and eat less healthy meals while in front of the television; and (4) depictions of body weight and nutrition on television encourage children to develop less healthy diets. (Willette, 2007).

One of the literature reviews states that, there are six different persuasive tactics used by advertisers that are frequently used in child-directed advertising and are being proved to be effective: ad repetition, (the advertising is perennial many times); product demonstration (the advertising shows however the merchandise works); peer quality attractiveness (the advertising shows one or additional kids intake or taking part in), humor (the advertisement is funny); celebrity endorsement (the advertisement shows a popular cartoon character, TV or music star presenting the product) and premiums (the advertisement promises a freebie to go with the purchase of the product). (Rozendaal, 2011).

Some studies have stated there are “intended effects” that advertisers want to achieve through successful advertising. Those intents are categorized into three main types: (1) cognitive, through which children can recall the ad and corresponding brand, (2) affective, through which children express their attitude towards brand or ad by liking, and
behavioral, children become consumers and purchase advertised products or make some requests for parents for the advertised brands to get one. (Rozendaal, 2011).

### 2.6 The problem of childhood obesity

The media plays an important role in informing the community about public health issues. The media will outline public perceptions on problems by selecting what to gift and the way this information is presented. The selective presentation of issues is called framing and can define what issues appear to be necessary and what the causes and solutions might be (Durrant et al. 2003). The problem of childhood overweight and obesity is commonly discussed in the Australian media with more than 5000 related articles reported in newspapers between 2002 and 2005. The causes and solutions to childhood overweight and obesity have been the subject of newspaper articles, conferences, fora, international summits, academic research, political debate, reports, books, documentaries, expert opinions, parent evenings and websites. The reporting and discussion of these events in the print media has resulted in large public exposure to the issue.

Among **Caucasian** children, a lower level of parental income and education increases the risk of being overweight. However, higher socioeconomic status does not necessarily protect African-American and Hispanic children against being overweight. While 12% to 13% of **Caucasian** youth are overweight, 24% of Mexican-American adolescents are overweight. Obesity is particularly high among Mexican-American boys and African-American girls. Being overweight is more common in boys, around 32.7%, than in girls, around 27.8%. Once children become adolescents; it appears that overweight prevalence is about the same among both the male and female gender. (Willette, 2007).
3. Theoretical framework

3.1 The contemporary world of advertising addressed to children

Coming from the early nineties and in the recent days, people are surrounded by advertisements wherever they go, whether they be aware of it or not but still they can look around and one catchy advertisement is over there. Some of the researches proved that the person who lives in a capital city or big cities encounters almost three thousand advertising messages a day, and the amount of advertisements that an inhabitant of smaller cities is exposed to every day is one fifth lower. However, out of this number only about 2,5 percent of advertisements can be consciously processed (Rubeš, 2013). It is important to mention that little children live with us, and so they also are exposed to this phenomenon exactly as much. However, it is necessary to add that only specific advertising messages appeal to children, and these are different from the advertisements targeted at adult population. (Tesařová, 2017). Therefore, their perception and recognition of the advertisement is totally different compared to the adults’ viewing perspective.

Nowadays, lots of marketing communication studies are being conducted aimed to children such as: television, radio, printed media and internet advertisements to event marketing activities, promotion to direct marketing, in order to encourage the purchase of products and / or services directed to them and to increase their activities in purchasing behaviors of their parents. If marketers would like to process marketing communication activities successfully on this matter it quite necessary for consumers to understand children as decision makers and decision makers about which products / service categories are being bought and its effectiveness. (Gülbuğ, 2018).

3.2 Children as consumers

If we would like to consider children as consumers in this case, we should start discussing this chapter throwing back to the United States where marketing to children is a way of country’s life. In the states, children have both their own income given by parents and, they are being influenced over what their parents buy, and what marketers are trying to determine how those dollars are spent, at what places/stores, on what products/services. (Calvert, 2008).
3.3 Children’s Understanding of Marketing

In order to define how sufficient level of cognitive and psychological development children have, particularly, up to 8 years of age, in this case we can definitely say that they are not matured enough to become aware of the nature and intentions of marketing and advertising and therefore, they are defenseless concerning to them (Committee on Communications, American Academy of Pediatrics, 2006; Swinburn, Sacks, Lobstein, Rigby, Baur, Brownell, Gill, Seidell & Kumanyika, 2008).

Accordingly, some scholars have paid a bigger attention to children’s inconsistency and fragility in terms of marketing and advertising, as they frequently still cannot differentiate, for example, television advertising from the programming itself (World Health Organization, 2013a). “It is estimated that children begin to make this distinction between the ages of 4 and 7 years, becoming aware of the intention of persuasion at 8 years.” Although, it is only approximately the ages of 11-12 that they can already use their critical thinking skills about advertising itself (Livingstone & Helsper, 2004).

3.4 Outbound and inbound marketing strategies and techniques used to target children

In the 21st century, children spend more time on the internet websites or in front of computer/TV screen than they spend on average reading or playing in the playground. For this reason, the primary source of information coming from those channels and internet sources that they are frequently visiting on, especially when they encounter sponsored advertisements and TV commercials, they become more resourceful. Even though they are not fully able to understand the advertising intent, they still get impressed and they would like to try those products recommended to them. “Television ads contribute to the socialization of children by providing them with information on the outside world, while encouraging unnecessary consumption, feeding, health, national culture and moral behaviors.” (Gülbuğ, 2018).

Indeed, many researchers have also proved that the internet has entered into our lives since the last decade, the use of internet has been increasing day by day. To illustrate what reasons the children, use the internet for we may get surprised, but they do almost same things as adults. They shop, chat, play online, navigate and send instant messages. “Thus, the Internet also contributes to socializing children as consumers.” (Gülbuğ, 2018). Apart from that, children are already considered as heavy users of social network sites even
though they are officially not allowed to use some of them. Because of this heavy usage, the validity that children are being exposed to advertising that is targeted to their preferences, interests, and likes is quite high. (Reijmersdal, 2017). From this perspective, we can analyze the profile targeting terms and its effectiveness for the companies and how influential it might to on children. Nevertheless, the little is known about this new concept – profile targeting, and it is very important to find out how children respond to them. Consequently, marketers are trying to follow up latest trends and learn more about this “tool” that can help them out to reach the desired audience more effectively. To understand the profile targeting meaning and its effects there was a comprehensive study conducted. The purpose of this study was to investigate whether and how children are influenced by profile targeting.

The actual results of the study have provided new insights into how children process online advertising that is targeted based on their information on social network sites. It showed if the products will be targeted in online advertisements based on children’s hobbies it will increase the effectiveness of the advertisement. In fact, product targeting results in greater brand liking and increased purchase intention. How marketers are able to define the effects of advertisement is following, they usually check the released ads results and if the number of ad liking is relatively high, they explain it as effective. This study has also covered the findings among adults, “the children in this actual study did not think that profile-targeted ads are more relevant, and they also did not seem to understand the targeting tactic.” Furthermore, in this corporate research, targeting colors in online advertisements had no effect. Thus, the advertisers should consider that the favorite colors of the kids that have been marked on the social network sites do not really increase their interest in the online ads in case they are used in it. (Reijmersdal, 2017).

One of the publications has also found that advergames that reach children may have a greater number of brand identifiers, which can help children to easily recognize and become more favorable toward those brands. (Pack, 2014).

3.5 The online and offline marketing strategies targeting kids worldwide

In a worldwide study of more than 6000 fast-food restaurants, scholars have found that those that are in middle-income neighborhoods, rural communities and in the suburbs had higher odds of targeting kids with “ads that includes cartoon characters; displays on building exteriors that includes moving picture, TV or sports stars; and locations
giving indoor play areas and indoor displays of kids’ meal toys.” As a result of the study, fifth of restaurants sampled within the above-named analysis used one or 2 methods targeting kids.  
The recent statistics showed one-fifth of U.S. fast food companies spend approximately one-fourth of their marketing budgets to target kids ages from 2 to 17. (American Marketing Association, 2015).  
Based on the American Marketing Association study, children who are ages between 2-11 consumer almost one-third of them consumer consume food and drinks from fast-food restaurants daily (American Marketing Association, 2015).  

3.6 Children’s understanding of advertisers’ persuasive tactics  
It is known that children should have the ability to spot advertising and understand the objective of ads. Researchers say that identifying and analyzing the ads purpose is an important life skill for children when they are under age 12, because they are main target audience of the marketers offering children products or services. Also, less is known about how healthy or good product it might be, therefore they should be able to understand its persuasive intent before making a final purchasing decision.  
Several publications showed that over the past few decades, advertisers have used and developed a wide range of persuasive tactics to influence children's responses to advertisements and advertised products and brands.  
The stagnant cognitive development considerably limits the capability of children younger than eight to understand the persuasive intent of commercials. (Calvert, 2008) With regards to this statement, below-mentioned publication results give us a reasonable proof about it.  
One of the studies that has been conducted to find out the patterns whether children’s understanding about how persuasive intent advertising might have has developed or not. The observation showed that, although children represent a growing understanding of the selling intent of advertising at the age of 8, their understanding of persuasive intent shows a substantial increase when they become around 10 years old. A valid explanation for this similarity in findings can be that both types of advertising literacy are defined by the same socio-cognitive mechanism - that is, children's ability to process others' (i.e. advertisers') perspectives. From this result we can possibly conclude that “(a) children's understanding of persuasive intent and advertisers' persuasive tactics are, at least
3.7 The impact of advertising on children’s psychological well-being
According to several studies advertising facilitates materialism and children’s purchase requests, which in turn could outcome in frustration and distress when children do not get the products they hoped for. (Opree, 2016). Some authors have considered the case of children exposed to persuasive messages, such as encouraging children to consume healthily. An ad illustrating the risk posed by inappropriate dietary choices to the maintenance of this positive image (popularity, athletic performance, etc.) could thereby motivate children to make the right dietary decisions, although product categories rather than brands are there considered. (Charry & Claude, 2011). Recent studies have shown that providing healthier lifestyle information and developing interactive games that promote healthy and nutrient-rich foods may help cultivate healthier food choices by children and hence overall dietary quality. (Paek, 2014). The Retail Fast Food Industry has come under extensive criticism for its “junk food” content and its aggressive marketing to children (Sieders and Petty 2003, Commonwealth 2009). The use of extensive advertising to children and toys as premiums are alleged to cause young consumers to develop poor eating habits, become overweight or obese, and labor under long-term health problems due to a diet of too much Fast Food (Stanton 2002). Research into the effects of advertising to children has had a relatively long history.

3.8 Children’s exposure towards advertising
American children are exposed to an abundance of advertising besides that on television. It is estimated that 98% of children’s websites permit outside advertising and more than two-thirds of these websites rely on these advertisements as their primary source of income. “Advergames” are an option of those websites designed for and frequently visited by kids. These are advertisement-sponsored games that are colorful, fun, and have fast-paced adventures, but they also contain embedded brand messages. Manufacturers and advertisers create these advergames to promoting one or more of their brands. (Willette, 2007).
3.9 Food advertising and Childhood Obesity

Obesity among children and adolescents is a growing health problem in the twenty-first century. The marketing of energy-dense nutrient-low foods via television advertising likely affects consumer choice. Successful advertising can give added value to products and may influence the viewer’s perception regarding the nutritional value and energy content of the advertised food. TV advertising geared toward kid viewers promotes primarily energy-dense and nutrient-poor product. The promotion of such products may have an impact on consumer behavior and in turn influence the intake of excessive calories. (Piotrowicz, 2016).

Researchers hypothesize that food advertisements directed at children through various media outlets contribute to unhealthy food choices and weight gain. Research indicates that the quantity of advertisements kids watch has exaggerated at the side of the childhood fat rate. For instance, in the 1970s, when the obesity rate for children ages six to nineteen was approximately 4.5%, researchers estimated that children viewed approximately 20,000 television commercials per year. (Termini, 2011). Children are flooded with advertising for foods of low nutritional quality. Television commercials for junk foods go on to be broadcasted throughout children’s programming. Childhood obesity rates tend to boost, and more children are identified with grave illnesses. Childhood obesity is a worldwide matter and inspecting the favorable outcome of other nations. (Frechette, 2015).

Research has shown that a child’s regular consumption of high-calorie foods such as fast food, baked goods, and vending-machine snacks, contribute to weight gain. Sedentary children are more likely to gain weight because they do not burn a significant number of calories through any physical activity, but instead engage in inactive leisure activities such as watching television or playing videogames. Research also has shown that children under the age of eight spend an average of 2.5 hours watching television or playing videogames daily, while children eight and up spend 4.5 hours in front of the television or playing videogames. Those children watching more than four hours of television a day are more likely to be overweight than children who watch two hours or less of television a day. Having a television in a child’s bedroom is also linked to an increased likelihood of being overweight, because all the child’s free time is spent in front of the television. (Willette, 2007).
Marketing food to children has been the subject of widespread discussion in the European Consumers’ Organization, and an association has been found between watching TV and childhood obesity. In 2005, a European childhood obesity project coordinated by the European Heart Network was carried out. This research produced a report, Marketing of Unhealthy Food to Children in Europe, which concluded that most of the food shown to children in Europe was regarded as ‘unhealthy’, with television as the prime medium for such advertising, although in-school and internet marketing was growing. Reference studies confirm an association between the broadcasting frequency of non-core food advertisement (NCFA) and the prevalence of obesity in childhood; therefore, food advertising may play an important role in this disease. (Campos, 2016).

Sugared snacks and drinks, cereal, and fast food advertisements respectively comprise approximately thirty-two percent, thirty-one percent, and nine percent of all advertisements marketed specifically to children. (Termini, 2011). A study published in the Journal of the American Dietetic Association found that on Saturday mornings, the most popular hours for children’s tv, close to eleven food connected commercials square measure airy per hour. The study any indicated that the typical yank kid is exposed to at least one food industrial each 5 minutes on Saturday morning television. As television pervades home and school life, so do food advertisements. (Termini, 2011).

3.9.1 The link between food advertising and children’s body weight
With regards to this topic, there is no reliable confirmation connecting duration of time spent media consumption with children’s dietary rules but conspicuous television watching is instrumental in a graduate passive lifestyle, although it does not necessarily conclude that the additional quantity of TV food advertisements addressed to children can always cause their obesity, because they are typical viewers and they only watch the TV commercials and some of them are not that attractive to increase children’s lead towards the product. (Lăzăroiu, 2013).

In contrast to this another publication says following, TV ads are very good tools in guiding children’s food choices as most of them promote their favorite characters from films and television “(cross promotional advertisements allow the synchronized marketing of both a particular food product and the endorsing character).” The advertisements effect young consumers, particularly children to link fictional characters
and toys with specific food products, uniting enthusiasm over their preferred animated film or plaything with turbulent for a food product. (Frechette, 2015).

3.9.2 Fast-food chains marketing strategies
Fast-food chains use several marketing channels, like TV advertising, marketing in schools, marketing through the Internet, sponsoring, and placing products and promotions. Of these six techniques, the most frequently used is TV advertising, which is also the more regulated. (Herédia, 2017).

The main food marketing vehicle to reach children is television. Fast-food companies spend much of their budget for publicity on it. (Boulos, 2012). Children start to watch TV quite early and do it for several hours each time. Television advertising of food products directed towards children and teenagers have some appealing characteristics, such as pleasant flavor (in 34% of the commercials), fun (18%), prizes or contests (16%), and innovative or special products (10%). Other strategies include promoting a website, referencing an active life style, claiming health benefits, and using a TV or children’s movie character (Paiva, Sousa & Mendes, 2014; Walter, Schwartz, Angelini & Rideout, 2007).

Marketing in schools is an ever-increasing reality. One of the reasons is the fact that on a single location there is an agglomeration of the desired marketing targets (Nadeau, 2011), in a repetitive and daily environment, allowing messages to be transmitted without much competition. The advertising campaigns are not just of the direct type (hallway posters, free food tasting, etc.) but also involve indirect advertising (for example, including sponsors’ logos in school materials). (Herédia, 2017).

Sponsorship is another channel used. fast-food chains usually sponsor activities such as sporting events, television programs and music show (World Health Organization, 2013b). Product placement is also used by fast-food chains. This technique typically involves displaying the brands on films, TV shows, video clips, video games, etc., through financial support (Hawkes, 2004). This placement is done, for example, through the inclusion of products as an integral part of the background or setting or of the script itself, making the plot more realistic as it gets closer to an everyday image (Nadeau, 2011). Promotions are another marketing tool and aim to encourage the purchase of products directly at the points of sale. The most frequently used promotions by fast-food chains include giving prizes, sweepstakes or discounts on products. (Boulos, 2012).
3.9.3 The role of media and visual communication

Today, there are many food-related products advertised on television. Although the number of food-related advertisements is increasing, advertisers are also changing the way they advertise, especially to children. In 2002, it was estimated that annual sales of food and beverages to young consumers exceeded $27 billion. Advertisers have recognized that young consumers are a valuable market and have begun to advertise directly to them. Food and beverage advertisers collectively spend $10 billion to $20 billion annually to reach children and youth, and more than $1 billion of that is spent on direct media advertising to children. Young children are uniquely vulnerable to these types of advertisements because they lack the skills necessary to understand the difference between information and advertising. During the same time period in which childhood obesity has increased dramatically, there also has been an increase in media targeted at children, including television shows, specialized cable networks, video games, and computer activities. Many of these advertisements promote food products such as candy, soda, and high caloric snacks. It is not only during commercial breaks that children are exposed to marketing; commercial messages also are embedded in the stories, games, and images kids enjoy daily. It is estimated that a typical child sees around 40,000 advertisements a year on television alone. (Willette, 2007).

Young children are visual learners; they tend to focus more on the appearance of something rather than on verbal or text-based descriptions of it (Wilcox, 2004). Marketers often use appealing visual components, characters, and colors to gain children’s attention (Ogba and Johnson, 2010). In a study of 157 products marketed directly to children, 83 percent (n = 130) used cartoon characters (Mehta, 2012). In a selection of 40 food and beverage brands’ websites, at least half of them used cartoon characters (96 percent when the researchers considered just the websites specifically designed for children), and 60 percent had a children-targeted area accessible directly from the homepage (Weber, 2006). Illustrations of objects (i.e., visuals) presented in the form of fantasy arouse strong emotions in children and drive preferences (Rose, 2012).

3.9.4 The visual communication effects on children’s healthy food choices

Young children cannot make food choices for themselves. At a certain age, they begin to say they do not like green beans or they prefer chocolate milk to regular milk, but children do not understand the consequences of their decisions nor why they really prefer one food to another. Parents are their children’s primary influencers. So, parents should be
persuaded that purchasing high caloric snack foods will only result in children preferring
these foods because they are accustomed to it. If a parent shapes the way their child eats
from the beginning of life and makes healthy food choices for the child, it will become
second nature. This, in turn, should lead the child to have fewer struggles in food choices
later in life, therefore decreasing the chances
of developing obesity. (Willette, 2007).

Children are exposed to a vast number of unhealthy food-related commercials, despite
the negative implications of an unhealthy diet, especially in childhood (Wolfenden,
2012). So, it is essential to develop approaches that make healthy food more appealing to
young people. Across the world, food is the second most frequently advertised product
on communication channels targeting children (Kelly, 2010).

The use of fantasy features and cartoons in food-related advertising has been found
effective in attracting children’s attention and in improving product recall and attitudes
about the advertised products. (Lagomasino, 2018). Several studies showed that
illustrations of objects (i.e., visuals) presented in the form of fantasy arouse strong
emotions in children and drive preferences. (Lagomasino, 2018)

3.9.5 Regulations and Solutions

In the case of children, one justification for government intervention is that society may
reap substantial current and future production and consumption benefits from
improvements in children’s health. The case is strengthened because overweight children
are extremely likely to become obese adults and because children are less likely to have
information about the con- sequences of their actions or to heavily discount these
consequences. The case is weakened because parents may more easily and immediately
affect the choices made by their children than can the government. (Grossman, 2008).

Of all marketing channels, the one that is, globally, best regulated is television. According
to a study published by the WHO, 85% of the 73 countries surveyed had regulations
regarding television advertising aimed at children. It was also found that, in 44% of these
countries, the regulations covered specifics, such as limiting the time and content for
advertisements directed directly to the child population. (Hawkes, 2007),

In Portugal, the Law on Television and Audiovisual Services stipulates that children’s
programs may only be interrupted by advertisements once every half hour, if the
programs are over thirty minutes long (Alves, 2011).
The U.K. and Canada have enforced government regulations curbing the promotion of food products to children. Preserving a healthy community of children and diminishing the expenditures related to childhood obesity represent significant governmental concerns. (Mikailova, 2014) Steering them away from commercial television may have a relevant impact in diminishing childhood obesity. It may be suitable to confine the promotion of obesogenic products on television programs aimed at children. How parents discuss with their children regarding advertising can be a relevant moderator of its effect on children’s preferences. (Frechette, 2015).

The FTC’s present range of authority to supervise child-oriented advertising comprises three instruments: the capacity to observe that separate advertisements are wrongful, the capacity to notice that separate commercials are misleading, and the capacity to make official rules considering advertisements misleading. Children may not estimate the obesogenic capacity of numerous promoted products, without identifying the convincing aim of advertising and differentiating it from entertainment or more unbiased sources of information. (Frechette, 2015).

The legislative assembly of the province of Quebec amended in 1978 the Quebec Consumer Protection Act. Section 248 of the amended Act states, subject to what is provided in the regulations, no person may make use of commercial advertising directed at persons less than 13 years of age. Additionally, section 249 states that, to determine whether an advertisement is directed at persons under 13 years of age, account must be taken of its presentation and: (a) the nature and intended purposes of the goods advertised; (b) the manner of presenting such advertisement; and (c) the time and place it is shown. (Willette, 2007).

Government action could be engaged to influence parents to make healthy food choices. Such public service addresses are already a staple of public media. Also, state power is already used to limit the amount of high caloric foods that may be purchased by a household dependent upon welfare programs. Perhaps this strategy could be extended to other programs to increase the number of households affected. (Willette, 2007).

One of the recent policies that have been presented by Swedish government is very interesting when it comes to children advertising. Those policies were connected to television ads that had been promoting food or toy before or after the children TV programs. All those ads got the ban since 1991. The inhabitants of Sweden basically agreed on this law because of the education conducted by World Health Association and presented their findings and insights related to the TV ads unhealthy food messages. One
of the researches that has been conducted about childhood obesity within the country showed that 26.3% of 8-year-old boys and 23.5% of girls were overweight, and 9.7% and 6.8% respectively were obese and some helpful actions needed to be taken to reduce the consequences of the study. Therefore, country issued a new law and it was successful. The actual restriction that has children under the age of 12 cannot sense the difference between ads and actual programs and can be heavily influenced by the former. In fact, a 2009 Yale study shows that seven to 11-year-old kids World Health Organization watch a cartoon which incorporates food commercials eat additional snacks whereas observance TV than those who watch the same program without food commercials, so Sweden seems to be tackling the issue the right way. However, this ban is only applicable to broadcast media, and foreign channels airing in Sweden are not subject to it, which means that children still see some of these adverts and they have access to the online digital world which is full of all types of food ads. (Cordes, 2014).

Trade Commission proposed restrictions regarding television advertisements directed at children. Immediately, advertisers, broadcasters, and the toy and food industries began to protest these regulations through Congressional lobbying. These lobbying efforts did not go unnoticed, and on May 28, 1980, Congress passed a law blocking the Federal Trade Commission from preventing advertising targeting children. This prohibition remains in force today. The Federal Trade Commission currently has some control over false advertising; however, it remains powerless to control non-misleading advertisements targeting children. (Willette, 2007).

However, it is important to remember that while changes in advertising may help quell the issues of nutritional disregard, parents and caregivers must proactively mold their children’s eating habits and overall nutritional awareness. Manufacturers cannot be solely responsible for reclaiming a healthy nation, unless and until parents are willing to teach their children appropriate dietary practices. All of the key players must recognize the role they play in the lives of children and make every effort to properly educate the youth of America on proper nutritional habits and exercise. Without the concerted efforts of parents, caregivers, educators, community, and food advertisers, the need for governmental regulation of food advertisements directed at children will remain constant. Now is the time to act before it is simply too late. (Termini, 2011).

How can the government help parents achieve these goals in the home? Instead of regulating the food industry, the government should make smaller efforts targeted directly at children. State legislatures should increase funding to create more programs within
schools. These programs should begin when the child first enters the school system and should focus on nutrition, exercise, and educating children about food in general. Programs should teach children about the differences between advertising and programming. This will help children gain the knowledge necessary to see advertisements for what they are and to become less influenced by advertisements in the future. (Willette, 2007).

On Figure 1, there are several solutions that avoid childhood overweight and obesity that were grouped by area of responsibility and below you can find some of those.

<table>
<thead>
<tr>
<th>Area of Responsibility</th>
<th>Supportive environments</th>
<th>Policy</th>
<th>Education</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthy eating</td>
<td>38</td>
<td>28</td>
<td>1</td>
</tr>
<tr>
<td>Physical activity</td>
<td>64</td>
<td>5</td>
<td>0</td>
</tr>
<tr>
<td>Parenting</td>
<td>18</td>
<td>0</td>
<td>17</td>
</tr>
<tr>
<td>Food advertising</td>
<td>4</td>
<td>139</td>
<td>6</td>
</tr>
<tr>
<td>Socio/Environmental</td>
<td>12</td>
<td>2</td>
<td>18</td>
</tr>
</tbody>
</table>

**Source:** (Tuesday & Mehta, 2008)

To illustrate those solutions, it is important to discuss step by step each of them. In the beginning, it is crucial to look at healthy eating messages that are aimed to children. Most of the food advertising addressed to children was for high-energy low nutrient-foods and it was observed that it was giving to children an indirect message about “good foods to eat” was raking out the efforts of parents and other contributors for children’s healthy lifestyle. As for the physical activity it is one of the major causing factors of children obesity because they do not spend enough time for outdoor activities and they are fully involved in the technology offers that are available in their tablets, mobile phones and computers. In the case of parenting, it is obvious that what parents consume, children do so, thus the children’s consumption habits in most of cases coming from the family purchasing habits rather than TV ads that they frequently watch.

Separately, for advertising there are several solutions presented in Australian media, such as restricting and banning television food advertising, but some opposing teams responded to these governmental regulations and they mentioned that all television stations need income from advertising and a ban on food ads on TV will be a breaking down of the law such as commercial freedom of speech.

These newspaper articles also argued about was not a contributory factor to children’s obesity. They explained that advertising is not the one that makes children fat, but it was a sedentary nature of spending several hours sitting down to the couch and watching every
useless or useful program offered at any time. Those journalists also pointed out that there are other factors that are more influential than the advertising, such as family eating patterns on food choices. (Tuesday & Mehta, 2008).

3.9.6 The parental role and involvement into setting up children’s right purchasing behavior

When it is about children’s right purchasing behavior in this case it is obvious define how big is the parental role in this situation. Parents can help their children by modeling good behavior. It is obvious that children are more influenced by their parents’ behavior than by other individuals in their daily lives. Young girls watch their mothers apply makeup and are soon begging to be “just like her” and apply makeup. If parents are displaying poor eating habits, children will begin to think this type of eating is appropriate. Watching parents eat snack foods and poorly balanced meals could lead to the belief that this is how one should eat. Children do not always see their parents’ efforts in exercising and, therefore, do not understand that a proper balance is required between eating and exercising. (Willette, 2007).

Also, parents should display the type of eating habits they want their children to adopt. Of course, all individuals snack and indulge occasionally, but parents should explain to their children that balanced eating is necessary to stay healthy. Prepare food for one’s household that is well balanced. Keep food in the house that is healthy and decrease the amount of snack foods available for children. Set ground rules for eating. Do not allow children to simply say that they do not like a certain food. Make children try different foods. (Willette, 2007).

3.9.7 Not only kids but also companies do target parents

Source: (Cebrzynski, 2004).

Above-mentioned McDonald’s ad clearly shows that the company obviously targets parents who have as young as those kids shown on the poster who probably can’t read yet. Although the promotion addresses to parents who can recall the happy meal in a right time at a right place. (Cebrzynski, 2004).
4. Methodology

To support the chosen topic, I applied four different kinds of qualitative research methods. The objective of gathering qualitative data is to gain a deeper understanding of the underlying research question and motivations behind it. The main reason why qualitative research method is chosen because it provides variety of great insights and better understanding of problem setting. (Malhotra, 2010). Firstly, it includes online survey addressed to marketing and brand managers of international and Georgian companies based in Georgia producing children products. Through this research technique, the professional input of marketers into advertising aimed to children. Following companies were asked about general and confidential data to support this thesis work and validate the theoretical framework findings mentioned above and to illustrate the intent of the advertisements aired on TV and online media communication channels. The total number of interviewed companies is 6. These companies are: McDonalds (fast-food), Sante (dairy products), Bakuriani (water), Zedazeni- “Chero” (beverages), Kartu Universal Ltd-“Tolia” (ice-cream), Barambo- “Bambino” (chocolate, sweets). The results will be presented in the end of this paper.

Secondly, another supplementary data that is gathered through a small sized group through in-depth interviews with parents and children in an unstructured and natural manner. (Malhotra, 2010). The participants are homogeneous in terms of socioeconomic and demographic characteristics. Thus, the data is adequate and relevant with the object or issues being discussed. Parents and children were asked about their memory and love towards some advertisements and at the end all interviews are supposed to answer the motives about basic focus of the present paper- food advertising influence on children. Also, during each interview following information are collected - how likely parents (also indirectly) and children seem to be targeted by food manufacturers, however some small variations are made in the planned questionnaire because of the flow of the interview content. To illustrate the results the photo elicitation technique is applied in two different areas, such as: advertising and product associations. (Heisley, 1991). These photos had been taken by parents prior to the interview and all planned questions were asked based on those photo sources. The photos have been forwarded through social media website. The interviews are being held on Skype and voice is being recorded via voice recorder. The total number of in-depth interviews is 7. Each interview has two participants: mother and daughter/son. Each interview lasted 45 minutes or maximum an hour.
Thirdly, to obtain the data about children’s associations about advertising and food preferences projective techniques: association and expressive techniques are applied. (Malhotra, 2010). In which one of the main objectives of the research question- how well advertising works to reach the desired audience and keep staying and being associated at a right time in a right place in children’s mind, is being supported. In this actual study, Georgian school pupils were asked to participate in the research-based experiment, particularly two different grades- grade 1 and grade 5.

Instructions for grade 1- 19 pupils

**Remember advertisement that you love or know/try to draw advertisement on the given paper**

In grade 1a form teacher of the group is being a question initiator. Children are being asked to draw what advertisements they know and remember.

Instructions for grade 5 - 21 pupils

**Remember favorite food products/try to draw or copy the pictures from online search in the word file.**

In grade 5, at ICT lesson, the subject teacher is being questions’ initiator. Children are being asked to draw or copy pictures from Google of favorite food products (including drinks) and make up some special headlines for those.

The general time framework of the lesson- **45 minutes** is being protected.

In the elaboration chapter, I am going to show the drawings of the pupils because they tell a lot and it helps me to gain the great insights and better understanding of the positive effect of the advertisements.

### 4.1 Advantages of the chosen methods

**Online survey-** at first, it is very convenient for the respondents to work on. They can complete the survey whenever they are available according to their busy schedule. They can even start to fill it at one time, anytime they can stop and complete another day. This flexibility might be a very basic advantage for this method. [http://tinyurl.com/yav67ndy](http://tinyurl.com/yav67ndy)

According to the academics and practice, in case of online survey the questions are very well structured, and respondent can go through the questionnaire much easier and he/she think of for himself about the best answer to give. NO one is involved in the process and only person who fills in the survey with the corresponding data is a single respondent. Accordingly, we can identify it as a valuable source and free more social pressure. Also,
it gives us a great picture/insight gained from the individual and in total from the whole sample. (Malhotra, 2010).

**In-depth interviews**- the depth interviews can us greater insights than focus groups can in total. Because it is a personal interview with one respondent in which the interviewee gives us a certain response and it is not difficult to determine who has given what information. Also, all responses are given without any influence of others’ opinions and there is no pressure to obey on the group’s response. (Malhotra, 2010).

**Projective techniques**- it helps us to test how well the little children remember the brand names, products, advertisements. Also, obtaining sensitive information is quite high. Moreover, in case of little children when they are asked to draw the advertisement that they love and remember, through this technique we may ask some unusual questions to ease the task for them. Thus, it is a great method to gain the initial insights and understanding of the topic. (Malhotra, 2010).

### 4.2 Disadvantages of the chosen methods

**Online survey**- one of the main disadvantages might be the respondent’s unavailability. Not everyone is willing to share the information and fill in the questionnaire and the research questionnaire is the latest that they do or not at all.

Apart from that, where is no interviewer, it might give us only an insight not a deeper understanding of the desired outcome. Also, some people work on the sample analysis, they might attain less relevant data and forget the basic point of the questionnaire.

[http://tinyurl.com/yav67ndy](http://tinyurl.com/yav67ndy)

In my case, I found online survey quite effective, because it gathered necessary information from the companies I was looking for.

**In-depth interviews**- as the depth interviews are unstructured and there is a lot of information given in the audio, it is difficult to analyze and interpret the answers the same way as the respondent gave. Also, the results quality is highly depended on the interviewer’s skills to get a successful completion. More experienced you are the better is to gather a desired data. (Malhotra, 2010).

**Projective techniques**- the probability of interpretation bias.
4.3. Qualitative research effectiveness

Qualitative research study can provide us with reasonable details about human behavior, their emotions, some of the personality characteristics that is not covered through quantitative method. In children’s case, I needed to use qualitative research techniques to gather the reliable data, therefore it helped me to find out some trends performed in the overall data.

Thus, this qualitative study will support me to discover reasonable outcomes and analyze the results in a newer perspective of the advertising intent. Also, to draw the conclusions around the topic and to find out what needs to be changed in this industry in the upcoming future.
5. Elaboration of the central topic of the thesis work

5.1. Conceptual map- Figure X; Own elaboration

Social Effects of Advertising on Children

- Children’s associations
- Engagement
- Being as a consumer
- Desire
- Purchasing behavior
- Objective/Intent
- Advertisers goal
- Companies
- Advertising techniques
- Product experience
- Children’s Memory
- Influence/Impact
- Positive associations
- Food advertising effects
- Food Ad love/like
- Involvement
- Children education
- Interest
- Action
- Parental role
5.2 Companies and mini cases of their advertising

To elaborate with the central topic of the thesis work it is important to start discussing the obtained data provided by several companies operating in the food & beverages industry founded and based in Georgia which currently produce the products specifically for the children segment and running the TV commercials and online advertisements related to the children products frequently. There was an online survey sent to the brand managers of those companies who were supposed to answer professional questions regarding advertising techniques and communication channels that they used to penetrate on the market and using right now to successfully reach the desired audience in a shorter time more effectively.

5.2.1 Company 1- Kartu Universali Ltd

The Kartu Universali Ltd is a parent company that produces dairy products and distribute the products across the country. The company’s main target audience is family. The company has a child company “Tolia” that is entirely connected to the ice-cream production and they try launch different products yearly, seasonally in order to have ongoing sales and more and more costumers loyal who love their brand and get happy when tasting “Tolia’s” ice-cream. “Tolia” has a huge variety of flavors and assortments. Recently, they have launched an ice-cream named “Skupi” that had a big success and every kid fell in love in this product immediately. How did they reach this big exposure from children’s side is very interesting because they have used different types of advertising techniques that were quite effective. Those techniques were used in the beginning of the product development (selling new products to existing costumers) that effectively lead the consumers to pay attention to the product and take a proper action right after seeing the advertisement aired for now.

The product characteristics are following:

http://tinyurl.com/yxcqwva2

Package: form of cup
Type: aimed for girl and boy (colors demonstrate it very well)
Color: mainly blue and pink.
Produced: specifically, for children
Augmented product offer: “Skupi” always surprises kids and in each ice-cream pack they can find a toy which does not cause any harm on children.

On the question, how likely the product is natural. Based on own research, it has been said that it’s 100% natural.

Source: own research

Accordingly, their product is always on the family’s shopping list and children get happy to enjoy the taste and have some fun with toys collection they gather from each tasting of the ice-cream.

Also, there was one more question regarding how they can prove that the product is completely natural. The answer was following, the product was tested in the laboratory and it confirmed that the ingredients of the product do not contain any chemical additives and all of them are completely natural. From this perspective we can clearly say that product cannot cause any side effects when tasting it.

Considering the years’ interval 2010-2019 when the product was launched, company used several marketing techniques to spread the word about new ice-cream and to engage kids somehow with different marketing campaigns. The strongest channel that they have used was TV commercial and children heard about the product this way. Several times, they have invited parents and kids to visit their company to try out the ice-cream for free. They have also held an event in the big park where children were given “Skupis” for free. Apart from that, they have participated in the display of the food, sweets and beverages in which main visitors were families and they could try the product offered by the company.
Advertising technique that they have used is online video clip about “Skupi” posted on social media website two times in a year for the on-going creative ads ideas and additionally, some engaging photos were published that asking parents and children to express how much they love the product. The photo description is following: “Skupi is growing with kids! Children’s favorite ice-cream, with new toys and a bigger size is already being sold. This looks like that the refreshing/reminding and information techniques have been used together in one post for the higher reach and better engagement. The video description is following: “Shouldn’t we play? Choose an ice-cream and find a toy!” This obviously increases the excitement and motivates children to ask mother to buy the ice-cream to find a hidden toy in there. [https://tinyurl.com/yxe42ce3](https://tinyurl.com/yxe42ce3)

The video description is following: “this is Skupi! A new ice-cream for children- 100% natural, with chocolate scraps, that has a little comfortable spoon and contains favorite toys of children.” [https://tinyurl.com/y4zhxszs](https://tinyurl.com/y4zhxszs)

To support these commercials, the ads are very catchy and attracting for the little kids and if they see them on TV daily and at the same time, on the social media they have already accounts created, for sure they desire to get one of these not only once but for the second time too. [https://tinyurl.com/y4zhxszs](https://tinyurl.com/y4zhxszs)

**Source:** own research

Additionally, the brand manager was asked to name different advertising tactics they have previously used, and answers are following: catchy visualization (e.g. children’s favorite cartoon characters and heroes presented on the label), and simplicity. For now, they do not use any advertising. However, the brand manager mentioned that the video in which the Skupi appeared with toys had the highest engagement from the consumers’ side and it was positively expressed in the overall sales too.
5.2.2 Company 2- Zedazeni Brewery Ltd

Zedazeni Ltd is a Georgian beer company that produces beverages and drinks for the whole population of the country. Apart from that, they have another business unit that produces some dairy products and nowadays, they are actively advertise all production lines available within their organizations. The brand manager who has provided the answers in the online survey manages three different business units, such as: fizzy drinks, natural juice (family and children lines) and dairy products (family and children lines).

As it is mentioned in the questionnaire, the Georgian lemonade named “Zedazeni” that they have been producing for a long time has brought one the biggest successes to the company and its sales and consumption rates have been increased drastically. This product was also considered for children and whole family and the advertisement that was frequently appearing on TV in 2013 and was also published on YouTube channel and company’s Facebook page was very successful.

The brand manager of the company has mentioned that in this advertisement a little kid has been acting who was the famous Georgian TV serial’s (for families) favorite character and all children and every spectator loved her so much. Therefore, they filmed the ad with her and showed how surprised, happy and refreshed she is when finds the bottle of the peer lemonade in small hole of the tree and she makes a magic once pulling out the peer from the tree and putting in the glass over there. This small case clearly talks about children’s magical power and their willing to be noticed who can deliver a little surprise to others. As it is explained in the provided answers, the actual advertising objective was to positively encourage children
to try out the lemonade and charge the children positively and get the same feelings as the kid has acted in the advertisement. And the main message was that, we make surprises, we are magical, try to make magics with us by yourself too. [https://tinyurl.com/y5uhzrrl](https://tinyurl.com/y5uhzrrl)

Apart from the above-mentioned product, they have continued children line and they decided to penetrate to the market with a product development strategy and they introduced a new product on the existing market for the existing consumer and targeting new consumers too.

For supporting and pushing the market, they have launched “Chero” natural juice which is purely considered for family consumption. They communicate with different channels and TV advertisement that this lemonade should be the part [https://tinyurl.com/v538ff9q](https://tinyurl.com/v538ff9q) of each family’s everyday life, when they have breakfast, lunch or dinner and they should fill up themselves with necessary vitamins that this juice contains. This lemonade is produced with aseptic technology that maintains the fruit vitamins maximally and everyone can taste the real taste of juice. They also show the bottling process in the advertisement and it increases the trust of the consumers towards company.

To continue the “Chero” product line they have recently launched a smaller size of the natural juice specifically for children named “Chero Gmirebi” (Chero Heroes) which is produced with the same ingredients and its package size is 0.25 ml. The production technology is based on the aseptic method and it is produced without any conservatives. This proves that the natural juice content in the lemonade is quite high. As for the package and label of the bottle it is totally different from the original “Chero”. On the label, there are represented the special cartoon characters that are created specifically for children and they are very attractive for the kids. In case of
Chero Heroes the best advertising technique to attract the little consumers according to above-mentioned company’s manager is the visualization that successfully reaches them and make them interested in the product. Also, they share the histories of each character on the social media and it is a very strategy to increase the interest of the consumer. The first campaign “360 degree” started in September lasted 3 months that had following directions ATL and BTL.

https://tinyurl.com/yykqltks

Right now, that campaign is finished. Although, they do not stop the promotion and have released a new campaign which has a reminder function and its techniques work effectively. The marketing team of the company creating the social media posts and publishing them periodically to engage more and more consumers gradually.

The social media activities are related to the current campaign that they are having which says that #ArsheaChero (#Don’tstop), which includes subtopics #ArsheaChero Bedniereba (#Don’tstop happiness), #ArsheaChero Fantazia (#Don’tstop Fantasy). Thus, this campaign works well, and children are always excited to try out a “new” juice with a new character presented on it. https://tinyurl.com/y39t93df
5.2.3. Company 3- “Sante GMT products”

The information is in the survey has been given by the head of Marketing department. The company product produces dairy products on the Georgian market and they operate very successfully for a long time. They have products like cottage cheese, yoghurts, kefir, sour cream, milk, butter, etc. All those are produced for the families for the daily consumption. Although, products are divided into two different segments, for the whole family and only for children. [https://tinyurl.com/yyuymezr](https://tinyurl.com/yyuymezr)

Specifically, for children they only yoghurt, cottage cheese dessert and matsoni (same as kefir). The matsoni’s package looks like same as on the picture. On the package there is represented a mascot lion which is the kids’ favorite character. The basic types of packaging that they use are bottles or plastic cups. The grams for cottage cheese- 60 grams, yoghurt- 115 grams, matsoni - 280 grams in case of bottled one. What those products differ from other competitors are the ingredients they contain. The recipe of the products contains Omega 3, vitamin D3 and calcium. The products are produced by healthy milk, and main ferment of each product. For example, matsoni is produced from matsoni ferment, yoghurt- yoghurt ferment, etc. All those products are 100% natural. The blue in the survey consists this case too. [https://tinyurl.com/y3jf28ek](https://tinyurl.com/y3jf28ek)

On the question, if it is possible that this product can harm the children’s health and wellness, it was said that if they eat the product excessively, then it might cause some
health problems, even though it was mentioned that the product is fully natural. The company cannot guarantee this because children’s health condition is individual and not all kids can endure the same amount frequently. That’s why the company strictly limits the daily norms and grams in each product. Of course, the exceeding consumption of each product may come from if parents are stuck on this product and they try to give the prepared food instead to cook something once in a day.

Considering the year when these three products produced specifically for children have penetrated on the dairy products’ market in Georgia the advertisements and communication channels that they have used or are using right now slightly differ from each other considering the successes of each channel they have released the campaign through.

When the products were newly launched, they were using more of outbound marketing channels and they were sending out the messages to the audience through TV, radio, print advertisements. Moreover, to increase the awareness, they invited children and parents in the company and they had a big event held for the desired target audience and everyone had a chance to try out the products available on the special display. Apart from that, in the hall, the Loko Moko lion character was walking around in the building and all kids were able to take memorable photos with him and they spent a very nice weekend there. It was 2 days campaigns for all citizens of Georgia, but the main invitees were kids who had chance to participate in different activities and games available there and Sante’s products next them were keeping them full and parents were happy to see the kids involved and engaged to deliverables. Also, there was a short information about the products launch on the news program on the Georgian channel that has the highest number of spectators and, in the afternoon TV show that talks about all industries in Georgia had given one special part compromised only for these three products when they had the topic about children and healthy food available in the country. In the beginning, they also had promoters in the big retail stores, where parents with kids were given the products for free. Considering the year when those three products (yoghurt, cottage cheese desert and matsoni) were presented on the market, the company used different marketing campaigns that increased the awareness among the potential consumers. Primary communication channel was TV (short commercial), social media (the video about product characteristics connected to its main ingredients) and a short report about the products’ introduction was presented one of the news programs in the Georgian channel.
Nowadays, they systematically use all promotions mentioned above and basically they use following advertising tactics to attract the kids segment: reminder type of blog-posts, posts on the social media channel and they try to shape all publications with an attractive description in order to increase the interest among the consumers, in this case parents who are the primary source for children to buy some products to them. Also, product package is the most important aspect that they take into consideration the most and they try to put attractive label, with cartoon characters and, each package according to seasons changes its colors and always surprises the little consumer. In contrary, simplicity in the ad or package, is the key aspect. However, the company has stopped the TV commercial on different channels and now they set up the daily cartoon on children’s channel. Following advertisements can be seen on the different communication channels- “youtube channel- moko land cartoons. TV kids channels- moko land cartoons. Facebook channel- everyday informative posts.” Moreover, through communication channel they reached thousands of parents and informed them about products’ benefits and its healthiness and on the other hand, they actively published and still publishing the Moko-land cartoon series on Youtube channel, that helps the company to get children in love with Mascot Lion, that brought the desired success to the company that, nowadays, kids ask parents to buy Loko Moko products for them.

Source: own research
5.2.4 Company 4- Barambo Ltd- “Barambino”

“Barambo” is sweets company founded in Georgia that produces chocolate/sweets and it successfully operates on the domestic market since 2009. “Barambo’s core products are following: chocolate bar and sticks, assorted sweets, caramel sweets, ice-cream and many other varieties.

“Barambino” is a children line that integrates sweets for kids: chocolate, waffle, choco-cream and ice cream. The distinguished characteristics for “Barambino” products are the technology secret, ingredients: natural butter and milk. The products are 100% natural. The questions about advertising were related to two different phases of product development phase, when the products were launched on the market and today’s communication. At first, they had a huge event in the company and there was a concert conducted by singers who basically sing children’s favorite songs (location: company yard), where the parents and children were invited and everyone else who wanted to have some fun. Secondly, the TV commercials had the highest reach and additionally, a short report was represented on the news program and additionally, the company was invited in the afternoon TV program in which they presented and introduced the “Barambino” line. Those were the first steps to build awareness of the products and the most successful was and still is TV commercial airing on TV more aggressively during children’s program and between usual programs too. Today, the advertisements are mainly placed on the social media page and interested consumers can find all information about products on their social website. Apart from that there is one competitive show “Etalonii” held on TV that invites pupils between 8-12 ages to participate and express their outstanding knowledge and they can become the year’s best educated kid whose knowledge is checked by the program conductor. In this show, the Barambo company with Barambino line is a sponsor and at the end of the program, all participants are given the basket full of different sweets products and wishes.
them sweet life and full of joyful days. Moreover, they pay more for the front shelf space next to the cash desk in the retailing stores to be easily noticed by children at some point or being attractive in the parents’ eye to buy one product. Also, in the retail store sweets department “Barambino’s” products are placed on the 3rd and 4th shelves because it is easy to get children under the influence of the product and pick one. This goes more for influential strategy that is intended to boost up the sales.

As for the actual advertising tactics they usually place the ads repetitively to remind the consumer the product existence and these ads consist the easy, catchy and simple attributes such as music which is easy to remember and stay in your mind, specific colors related to product and positive association and connection to the desired consumer, in this case children. Considering all these aspects, brand manager mentioned that Barabmino’s choco-cream had the highest response from the consumers, especially parents who love to make sweet breakfast with a topping of Choco-cream on the loaf of bread and tea. In this sense, parents are happy to please their kids with the products that they love and, they stay calm because these products do not harm the kid health and they can eat anytime, any amount they want.

5.2.5 Company 5- IDS Borjomi Georgia, “Bakuriani” water
IDS Borjomi Georgia is one of the biggest waters bottling companies in the country. Their main products are mineral waters and recently, they have added face spray for men and women.

All products that they produce are targeted to all population of the country but for the children segment, they have recently launched Bakuriani tiny (Bakuriani cida) and Bakuriani’s bottle toy.
Based on own research company’s products are 100% natural and it is proved that it does not harm the children’s health condition at all.

Right now, both products are available in the retail stores, all corner shops and mum and pop shops.

In the beginning of product development, they used TV commercial, there was published a video clip about products’ benefits on the social media channel and the famous internet news page-marketer.ge published an article about the product extension.

Right now, the main communication channel is social media and there are daily posts published about the product variety and package. As for the advertising tactics they frequently use following techniques: reminder messages, repetitive posts with slight changes, promises- that children will get the presents with the product and what is more important, all advertisements are informative and if there are some questions raised by parents or someone else related to products, they always give additional comments and feedback.

The latest advertising tactic, they started to use is dazzling visualization, for example: on the package there are represented the children’s favorite cartoon characters and it makes them in love with the product more.

[http://tinyurl.com/yyeekbmv](http://tinyurl.com/yyeekbmv)
Even though they say that Bakuriani Cida(tiny) does not know the age, they mainly target school kids and they communicate reaches out the children who in the primary school. Moreover, for children who love different colors they use different colors of corks and they give the big variety of choices to the kids to find their favorite color and favorite cartoon character on the etiquette.

Moreover, they occasionally have some competitions to engage kids more. The latest campaign was related to the creative pictures taken with Bakuriani Cida bottle and kid should perform the whole composition in a nicely manner. There were lots of participants and instead of 3 winners (they could not choose 3 best photos) they awarded 12 kids and the children received some school equipment, like activity book, calendar, a book about superheroes and timetable for school subjects.

This little bottle is everyone’s happiness. And every kid loves it so much. According to the feedbacks they receive from parents, they say that this product had a big success on the market. Even in the big retail stores like “Carrefour Georgia” some parents could not find the product and they were complaining about it why they did not place them in that actual store. The company promptly responded that there is an on-going negotiation with that company and they will soon place them, and parents will have full access in nearest stores located next to their houses.
The latest campaign that they held on the social media was about new launch of the different bottle of the Bakuriani water for the Disney princesses’ lovers and they published different posts asking the questions about memorable details related to each Disney character. The viewers were very much engaged, and they expressed their attitude towards each edition. The brand manager assessed it as a successful campaign but Bakuriani Cida has higher sales than this one, because it does not necessarily aim one gender. Because some parents commented that they do not like the product because they have sons who will not be willing to get one because there is a girl’s photo presented on the bottle. All in all, the campaign again “woke up” the consumer and got a big engagement. [http://tinyurl.com/yyysrraj](http://tinyurl.com/yyysrraj)

Note: Nowadays, they continuously offer new products to the consumers and they try to amaze their costumers and create something innovative for them. As Bakuriani water is considered for the whole family, they constantly develop new strategies for the new product.

5.2.6 Company 6- McDonald’s Georgia

McDonald’s Georgia is a fast-food restaurant that delivers the best service to the families. It integrates different kinds of products such as: all McDonald’s products (cheese burger, nuggets, toast, etc.), mineral water and fizzy drinks, sweets, natural juice, dairy products (ice cream), toys.

One of the main targets they have is children segment and for them they specifically produce a world famous “Happy Meal” that consists fruits puree, apple juice, hamburger, cheese burger, mini chicken, mc nuggets(4pieces), Coca-Cola and Sprite/Fanta. The “Happy Meal” is specifically aimed to children and it has one of the most popular packages in the world. The concept of the visualization is created with McDonald’s colors (particularly, red and yellow), it does not have any headlines, but a characterizing smile sign is present on all packs. The hands’ hack has a similar form as eyes, which creates an animation character. As for the basic ingredients in each pack is always differs from one another. For instance, meat it can be as beef as chicken, also you can find dairy products
and natural juice. The marketing coordinator mentioned that this product is 100% natural and it does not harm children’s health condition. It is quite old product introduced in the restaurant already in 1990-2000, although it still has its high popularity among kids and they love the product so much.

The basic communication channel for “Happy Meal” was TV when the product was launched and nowadays, TV and digital world are the main channels through they promote the product. Also, they use in restaurant communication and they use special stands and make some corners attractive for kids to notice the “Happy Meal” pack.

In general, McDonald’s Georgia uses different types of advertising techniques and they are expressed through different tactics, such as reminding advertisements, different colors on the posts/pictures published on the social media page, symbolism and simplicity. As the best advertising strategy has been implement through association and connection with corresponding consumer and it is presented in the TV ad.

Source: own research

Nowadays, they follow up a new program related to “Happy Meal” which enables kids to choose either book or toy as a surprise and this new offer also targets not only 5-6-year-old kids but the ones who can already read some books. It is quite effective and works well among little consumers.

5.3 Children’s associations and exposure towards advertisements

According to the project techniques that help us to give a random assignment to anyone in any situation to experiment or check something are very effective to gather some information and transform them in a data stream. (Malhotra, 2010). Therefore, this technique has been used in the primary school children, particularly, grade 1, age group 7-8 years old, who were asked to remember the TV commercial or online advertisement that they know and love and afterwards, there was given 40 minutes timeframe to draw the ads for us to see how strongly the ads were stored in children’s mind and how big was the product love.

Source: own research
What it is very interesting that half of the class has remembered the same TV ad of ice-cream “Skupi” and another one was “Glovo” that delivers consumer goods from different industries to home. Some of them have chosen chips “Lays” and a very few has chosen “Chupa Chups” lollipop.

5.3.1 Insights for “Skupi”

The drawings similarity is worthy to be analyzed because it gives us an opportunity to say how effective the ice-cream’s ad was on TV, because little kids can now remember them again when it’s not the actual season of the ice cream yet. It means their advertisement directly reached the desired audience- children’s segment and accordingly, we can assume that the kids are the collectors of the “Skupi’s” toys and they love funny, entertaining, gift promising ads, that can win the hearts more easily. Moreover, it is a very good
insight to find out what works for the children better and what kind of aspects they should pay attention more when they talk about and sell the natural product. But in this case, children still do not understand if the product is natural and that is why they should ask parents to get one for them, there is a gift promise that matters more, and children pay attention to these kinds of promises that can give them an exciting expectation of the enclosed toy which can entertain them and make them happy. Apart from that, we can clearly see that the colors that have been used in the corresponding ads, like blue and pink children have recalled them easier and they did not even mix the colors with other ones. This is probably because the ads are showing the product features quite effectively and they repeat the commercials during a day several times. Consequently, these ads stay in children’s mind and they can be remembered by them any time when asked something about “Skupi”.

5.3.2 Insights for “Glovo”

According to the drawings, it is obvious that in the minds of 4 pupils the advertisement that they remember is related Glovo. Glovo is the home delivery service company in Georgia and it delivers not only foods but different products from FMCG industry. It is very suggestive to define why these kids have chosen this ad when asked one advertisement that they know. Probably, they are heavy users of TV and they watch all programs that contain this particular commercial frequently, secondly, having got some information YouTube videos start with this bumper ad or a little longer that can be skipped by each viewer when get avoided, although the positivity that this company delivers and shows in the ad, keeps viewers to watch and only few people skip it when there is an urgency to watch desired ad. In case of kids, probably, they might like the content of ad, bright colors, characters, animated path that the delivery
guy goes through, etc. However, we can also, say that advertisement itself is effective and they are quite memorable for the kids, because the company name is short, simple and they can easily recall. Another aspect, they may see it on YouTube every time and it causes to stay someone’s mind especially when it’s not connected to the children consumer category.

Additionally, we may assume that the kids’ families may order the products through this company and children often see them in front of their entrance door, when mum or dad host them to receive the product. And consequently, the company name is the frequent subject of the discussion between their parents and the children get informed about this company more and pay attention to more details in the ad when appears. Also, above mentioned ad characteristics strengthens the chance of getting memorized in the minds of young consumers much easier and kids can remember them at a right time.

5.3.3 Insights for “Chupa Chups”

The lollipop Chupa chups advertisement was some kids’ choice to draw when asked to remember one ad that they know. Obviously, it is not debatable that lollipop is pure children product and they love to try and enjoy tasting it. One kid clearly says that “New Year Lollipop”, it means an actual ad specifically released from the product’s New Year campaign had stayed in child’s mind much longer than any other advertisement aimed to her. It is probabilistic the advertising influenced these children to get memorized or noticed. It is more meaningful to consider this case a result of children’s love and frequent consumption of the product and they somehow associated with ad this way.
5.3.4 Insights for chips “Lays”

According to the titles of the drawings’ children try to express their knowledge about chips “Lays” advertisement. All it can be seen is that they show the exact the same colors of the package as this product has and it seems that children can associate the colors of the product package identically as original. Apart from that, we discuss this case more of the product love, thus child can recall something at first that she/he loves. This might be a good example responding the company’s slogan “One taste and you are in love”.

5.3.5 Insights for multiple product drawings

In the first picture, there are different types of toys drawn at the bottom of the paper. This may explain the consumption pattern towards “Skupi” ice cream because as it is mentioned above, when you open the pack, at first what you find is a present surprise you and makes you feel magic. Possibly, this kid is a big lover of Skupi” ice cream and a fan of “Skupi” toys. We may assume her a collector of the toys. Thus, the product advertising promise “open an ice cream pack and find a toy in there” strongly influences a child to become loyal and be in love with the “Skupi’s” natural taste.
On the second picture, children’s favorite “Skupi” ice cream pack again appears although compared to other drawings, the color is red and this package color is recently added and only on the company’s social media channel advertises red colored package of the ice cream you can find this recent addition, to be insured, the name written on the pack is “Skupi” that directs us to the straight on the product level. Other drawings that are represented are lollipops but, in this case, a 9-year old girl says it is a New Year lollipop and additionally, she remembers the part of the ad: taste and cracking it tastefully. Which means that not only product love, but special phrases of the ad strongly stored in the mind of the little consumer who is obviously the main target of the company.

On the third picture, “Skupi” is still trendy and this kid also could not leave the paper without drawing it. But as it is represented the pack this time is colored green, so this kid does not choose the usual one from the freezer which is pink for girls and blue for boys, she chooses possibly the favorite color or another insight it might be connected to actual color of the pack that was bought for her in which she discovered this toy named “Zoxi” and the same color the toy had. This kid also recalls the brand promise with a slight difference- taste and you will find a toy in there. Different colors of the package have been recently as brand manager mentioned. Apart from that on the left side we see a burger that might come from McDonald’s, Burger King or any other fast companies that advertise their burgers on TV, social media, YouTube ads, etc. This drawing talks about a probability of junk food consumption, although we cannot take this as a way-out, it is only an advertisement remembering task, therefore it is better to keep this food without any further discussion since there is not enough information.
In this picture there are three different products represented. First one is Coca-Cola’s (headline talks about it) bottle which is unexpectedly colored black even though the Coca-Cola has a very bright red color on the label, kid still decided to draw it with black. This probably explains the fact that the family she is grown up they rarely drink it and only product advertisement is not enough to be remembered. As for the chips “Lays”, it is possible to think the advertisement of the ad correctly stayed in her mind. As for the “Fuse tea” she similarly draws the product as in the ad represented. All headers that she spontaneously wrote are the same- “Enjoy drinking”.

In summary, we can clearly see that children who are in the ages between 6-8 years old remember the advertising content when it has specific colors, short and easily memorable name of the brand and product, if the advertisement promises something to them, etc. Also, if they are not the primary target audience of the brand that advertises itself very often on TV and online channels, children still recall them just because of having the ads frequently aired on the communication channels. To highlight the drawings in general, almost all ads that they recalled were about food and sweets, except “GLOVO” which is a home delivery service company. Hence, it is obvious that the food advertising on children is quite influential and the content of the ads are very attractive too.

5.4 Grade 5- ICT Lesson

In contrary to the grade 1, this class was asked to draw or copy from Google search the favorite food or beverage product and entitling them with their own words. Different types of products were drawn by children ages between 9-11. Some of them chose natural, healthy, nutritious products, some of them went for the FMCG industry products such as drinks, fast food, etc.

Below there is represented a first grouping of drinks and its headlines.
1. Coca-Cola- I’m loving it- in Georgian (This is what I love)
2. Sprite- taste and enjoy
3. Coca-cola and Pepsi- taste and feel the special taste.
4. Coca-Cola logo- drink and enjoy the summer taste
5. Coca-Cola glass- taste, refresh yourself and enjoy
6. Cocktail- taste unusual cocktail
7. Coca-Cola- Coca cola cooling
8. Fanta can- taste and enjoy

The purpose of this task was to check how strongly the brands are communicating with children and if they would find exactly same slogans as originally enclosed. The first headline which is a famous slogan of McDonald’s surprisingly is used by a kid in case of Coca cola which does not communicate with the same message, even though Coca cola is associated as loveable product and you can always find it in every family’s fridge. Accordingly, McDonald’s advertisement is very strong, and its message perfectly communicates to children society.

As for the other headlines that are basically connected to tasting and pleasure, are more meaningful in this case because all what Coca-Cola communicates through different types of advertisement during each season or holiday, is about getting refreshed, cooled and pleased. Therefore, it can be insured that children remember Coca-Cola advertisement very well and it means the brand’s advertisement is quite effective and children have good impressions about it. Possibly, those headlines mainly talk about how they feel when drinking it.

Other two products Fanta and Sprite that belong to the Coca-Cola company, have been entitled with taste and enjoyment, it may help us to explain one point that fizzy drinks producers are oriented on the taste and its functional benefits to refresh the consumer at a right time. Even though Coca-Cola delivers different emotions: happiness, joy, holiday feelings, etc. still taste is the main thing that they are identified through. Which is unhealthy but refreshes you.

The last picture in this category is cocktail that was unexpected from a little kid, although we may assume a family influence here, what parents drink children want the same and they imitate them in food choice, clothing, style, etc. This probably explains the parental role in children’s life either positively or negatively perceived.
5.4.1 The food grouping (including fast food)

**Pizza- “Taste and enjoy amazing taste”**

Pizza is one that brings the best taste to the kids.

**Chips- “Amazing chips”, “You can try and enjoy”**

The first headline seems very important because this junk food is the one that amazes her, and it is part of her food choices when looking for something special.

**Shawarma- “Amazing shawarma”**

This is what this kid likes and for him even being in this early age, this is the food that he loves and always can try out. Probably, it is also important to consider the parental role or someone else’s encouragement here, because if a kid is not told about this product, there is the least chance that he would try it by himself.
McDonald’s cheeseburger and fries—“Taste and enjoy”

The taste of McDonald’s products is truly mouthwatering, and everyone enjoys trying it.

Even though it is fast food, McDonald’s burgers are favorite for this kid and nothing can replace this love.

BBQ—“Taste and enjoy”

Georgian BBQ is one of the best from the country’s cuisine and it is something that everyone loves. Family involvement is high in you do not make it at home, there is a very little chance for him to taste it elsewhere by himself.

5.4.2 The grouping of sweets and fruits

Chipicao—“You can order Chipicao, taste and enjoy.”

According to the additional search Chipicao has a variety of products: biscuits, cake bar, croissants, all that can amaze children’s life with full of sweets. Also, it communicates with following slogan: The cake is a great integration of food and fun in one product. It can give the special power while you are playing. [http://tinyurl.com/y6qs5cx4](http://tinyurl.com/y6qs5cx4)
In the case of this child we may predict that the product love is so strong when there are the same products offered by other brands available in any store, but she chose this one. Also, she talks about to order Chipicao, it seems this product is not available in the country, but she is very much concerned to it because even if it is not placed in the Georgian stores, the product that she liked parents may get some for her once desired.

**Dunkin’ Donuts’- “This is what I love”**

This picture may predict that donut is not a donut if it is not bought in Dunkin Donuts restaurant. Why this statement extensively because everyone can buy donut anywhere but in this case this child chooses the donut from Dunkin Donuts and when it comes donuts tasting, she always visits this restaurant. The header that she used again communicates with the same message that McDonald’s does. It is another evidence to prove how strong advertising McDonald’s has that reaches young consumers quite effectively.

**Sneakers cake- “My favorite Sneakers cake”**

All is visible it looks so delicious on the picture and children who are always in love with sweets and cookies, cannot leave the sweet chance without tasting it.
Chocolate bar
The love chocolate that can explained by all meanings, because this is something that everyone loves. Even though eating chocolate has a little to do with health and wellness of the kid, it still delivers psychological wellbeing and making her happy when tasting it.

Chewing gum “Juicy Fruit”- “Taste the most delicious gum”
It obvious that this product brings some fun to the kid and it fills the person with full of different fruit tastes.
Also, it might be an only favorite chewing gum compared to other she has ever tried; therefore, it is reason why she has chosen it.

Fruits mix- “My favorite fruits mix”
In this case, we can presume that this kid is brought up in the family in which healthy eating habits are primary rule to live well and therefore, children’s product choices are formulated because of family choice.

Barni- “I love Barni so much”
This is very interesting what makes her in love with this product. One of the main reasons can be the taste, second probably the shape of the cake that is teddy bear and its cuteness keeps her happy and make her better and somehow connected to this animal. Also, when she eats it probably she gets better, because maybe she happens to love the way it tastes.
In summary children’s food preferences mainly talk about their love towards products and what they look for in each purchase is all about functional benefits (mainly taste) once buying the products. As a summary, almost all kids in the grade 5 pointed out in the headlines that they love above-mentioned products because of its taste.

5.5 In-depth interviews with parents and children

There were 7 in-depth interviews conducted about topic specifics - social advertising effects on children, including parents too. The purpose of this research technique was to gather more detailed information and collection real data about advertisement effectiveness on children. Also, another aspect was to identify kids’ thoughts about any advertisement aired on TV/YouTube and their purchasing behaviors after seeing it. Apart from that, parents were asked to take the photos of their usual breakfast/lunch/dinner. Through these photos food advertising effects will be analyzed in the results part afterwards.

Advertising in general

Mothers

In the beginning of each interview, mothers were asked to express their opinions about what kind of advertisements they like and watch sometimes. There are number of features and characteristics that they basically like in the ads. Following expressions were given from mothers towards advertising content. The advertisements should be informative, creative, trustful, meaningful, emotional, understandable, believable, short, attractive, mysterious, beautiful, connected to nature and people. Based on these responses we may assume that most importantly the advertisement’s content should be informative and trustful. If they find the ads informative enough and the content is true, they might trust the companies and purchase the products right after viewing them. Nowadays, parents do not have that much to watch TV and discover new advertisements airing in the television, therefore their knowledge of the advertisements is limited in these days and all they remember and know come from their younger ages and childhood. On the question what is the most memorable that they have seen half of them mentioned Coca-Cola’s new year ad. Some of the sweets’ advertisements, others washing powder, Bank of Georgia’s new year ad, etc. From this perspective, we may presume that they can recall the ads that are connected to special event, celebration day,
etc. On the other hand, if we compare the others’ opinions, we can clearly see that they remembered the ads that are connected to their daily life style and related to FMGC industry. Hence, advertisements stay longer in adults’ minds when it is related to the special time of the year. Accordingly, advertisers should try to choose the concrete time of the year/season to get memorized and loved as a brand immediately and remembered in the grocery story while shopping.

On the question how, likely they were willing to purchase the products after viewing their favorite advertisements at once, most of them mentioned that they do not really like Coca-Cola since it is an unhealthy product they do not recommend them to have some at home for their family members, although fathers are the ones who sometimes make the fizzy drinks purchasing decisions and the Coca-Cola is the part of their weekend dinners. Moreover, those who mentioned Coca-Cola’s ad as the most memorable, also pointed out that it is a main product that should be placed on the new year’s table. From this perspective we can say that what advertisement communicates and what message is sent through advertisement, the same way the consumers behave. Another important issue was to evaluate and assess the ads that they mentioned as the most favorite. Again, for the Coca-Cola case, parents mentioned that they do not like the product that appears in the ad, but they like the whole picture performed in there. Santa, new year, winter these are the main characteristics that they opted for. Hence, the story telling, positive emotions and nice moments represented in the ads are memorized and purchased the most. The better is the shaped the easier to make the consumer feel better about the product.

**Children**

The main question that was also asked to children was about advertising in general. At first, they were asked to express their thoughts about the advertising content itself, what kinds of ads they like and why so. According to the responses, children mentioned that they like colorful, beautiful, full of animals, kids, plants, cars, sportsmen, ads with music, ads about new video games, with some favorite movie characters. These responses are quite complex, and it is difficult to find out what is the primary focus that the advertisement should go for but what is more obvious is that the ad that is addressed to children must be mentioned something that might be loved by children, such as animals, cars, characters, etc. These are main aspects that they look at. Although, what they also pointed out is about colors used in the ad. The advertisements should be
colorful and musical to get them entertained more. In the evaluation part they expressed their opinions as following: the ads should not be short and not so frequently shown on the communication channels, because it might be boring after some time for them. They also were asked to remember the most memorable ads they have ever seen. Surprisingly, one of the kids mentioned Coca-Cola’s new year ad. If we compare the generations there is a huge gap between mother and kid, but the ad is memorized by kid too. It might explain the reason why because it is a family focused ad and as we can see it successfully reaches the desired target audience. Another memorable ad that has been mentioned was ice cream “Skupi’s” ad that was little pupils’ favorite ad too. In this case, it might explain the reason that how effective is the ad when it has a special offer for the kids, especially when it is about hidden toys in the products.

**TV screens**

The TV screens have been taken by mothers while kids were watching TV and they were asked to choose one ad they liked and through rewind function on TV they captured the relevant moments of the ad. There are eight different pictures presented below. Since 8 kids participated in the interviews, they were asked to use visuals and express their feelings, attitudes, emotions towards liked ads. If we look at them together we will see how different are made from each kid. There is no interpretation why we have this big variety although it is a very good insight to analyze each kid’s attitude towards ongoing advertising on TV. At first, kinder’s ad appears which is purely children product and it is not even surprising why the child has chosen it. As he mentioned, he loves the product and there is the reason for ad liking. Also, the joy and colors that creates a
positive environment in there. Another ad which is a bit strange to be noticed by a little kid is about fly.ge company that offers flights to the travellers around the world. The reason why kid this ad has chosen is that the flying is very good, you can visit different countries and places around the world. Next advertisement which is not a child’s product at all is beer that has been chosen by one of the kids. The reason is that he is used to watch football matches with his father and this is the beer that they sometimes drink together with. In this case, we can clearly see the parents’ influence on children’s advertisement preferences. If not father’s offer, he might not be willing to choose this ad or even notice it. Next advertisement that comes up is about hair shampoo which is probably targeted to women and there is no point that children should be in contact with this product, unless their mothers do so and they frequently see them at home. The important insight that has been gained through a kid’s response was that she liked only ad and she is not even aware of the product presented in there. What she noticed at first was her favorite singer and the song that this ad had amazed her so much. From this perspective that we can clearly see that if ad is going to addressed to the children it should have the celebrities or famous characters in the ad to be chosen and loved in ad’s content. It may increase the chances for the companies that if the ad is liked by kids they might reach the desired audience, if children simply decide to show this ad to their parents. One of the ads that has been chosen by one kid is again GLOVO that has already been analyzed above. The reason why he liked is that he likes the story and visualization of the ad, also happy faces of the people and all positive vibes presented in the ad. Also,
what was also mentioned that he was bored these days with this ad, because not only on TV but he watches is it every single minute on YouTube’s skippable ads and he does not want to see it anymore. In this situation, we cannot strictly say that the company should not advertise their service that frequently online or on TV since it is only one individual kid’s opinion, but as a recommendation it might be considered in the upcoming future. Another advertisement has been liked by a kid while watching the TV was Coca-Cola’s latest ad airing in the Georgian channels. He liked this ad because it was about two friends meeting each other and it connects people together, also he pointed out that this ad was specifically about zero sugar content and he mentioned it is good to drink then. Thus, we can sum it up that when the attributes of the ad talk about the truth and it gives children specific information that might be key for them to purchase it might easily the product to the little consumers.

Following advertisement was connected to the very nice visualization of the children’s vitamins which is a healthy product and it gives children lots of power to everything what they want. This inspirational message has not been forgotten by a little kid and he has chose this ad just because he likes drawing very much and this little kid reminds him his early childhood. Also, this bee is very nice and he likes it as a main character of the ad. Again, we faced the same trend that children are attracted by the special characters shown in the ads and when the ad is inspirational and talks about something attractive, children get easily engaged to it. The very last TV screen that has been gathered through is presented on the picture with little girl and doll. The reason why this add has been chosen by our respondent is that when she this ad on the children’s channel she liked this ad so much. The
reason is this doll that she liked that time and afterwards, mother bought one for her kid too. Since then when she watches this ad, she is filling up herself with full of positive emotions and gets happy.

To sum it up, these findings have given us a better understanding what are the main characteristics children look at in the ads and what elements should be mainly considered by the companies while targeting the children’s society.

**Food pictures**
In the pictures inserted above there are represented different kinds of meals that the families of the respondents share with kids during breakfast, lunch and dinner. The purpose of this specific projective technique was to find out how healthy food eating habits those families have and how big is the percentage of the fast and junk food in the daily meals. Fortunately, what is represented here does not necessarily contain the fast food elements and we can be sure that parental role is quite big when it is about what to prepare for each meal to keep whole family and kids healthy. Even though we see children’s favorite hot sandwiches, Nutella, coffee, etc. we can still the balancers of those, such as vegetables, soup, mashed potatoes and meat together. All these products are quite nutritious, and the food consumption of each family seems to be quite satisfactory and healthy. From these pictures we can conclude that what mother recommends kid to eat the same needs and wants the children can have, therefore in this case the parental positive intervention is a must to avoid the childhood obesity and overweight which is one of the biggest problems in the Western world.
6. Analysis and results

To analyze the data gathered through different ways, at first it is important to looking at the companies that shared a lot of valuable information about how to target kids via advertising effectively through online/offline communication channels.

The information has been obtained from six different companies operating in the food & beverages industry in Georgia. They have some of the things in common such as products specifically for children line and all of them using promotions to reach the desired audience successfully.

When those companies brought the products on the market, at first, they used quite effective tool such as a free offer of the product in the actual factories or in the entertaining parks in which the parents and kids were invited to try out the products for free and get to know the product features and main ingredients more in details.

As products are presented for the children, companies go health and therefore, they make their products 100% natural to increase the trust in the minds of the parents to get the products for their kids.

Thus, all six companies consider this important aspect and trying to maintain the leader positions through natural offers. For this reason, the dairy products company specifically sized the daily norms of the yoghurt or cottage cheese they should eat, otherwise if they eat it more than offered, it may cause some health problems.

All companies try to consider children’s minds and they use different colors very actively while promoting the product, because they would like to give equal choices and meet the tastes of the kids. Moreover, according to the insights given the packaging is all companies’ focus to aim children better. Certainly, the taste and its natural ingredients are the primary concepts they advertise through any media, but how it is shaped and delivered to the consumers (parents and kids) is crucial. The main characteristics of the products look special and attractive for the kids. Meaning that, all of them try to pack the product labels with favorite cartoon characters, Disney princesses, specially created characters (to make-up the story) and superheroes that are loved by children. As they pointed out, these tactics work well, and children get engaged its products quite effectively.

Apart from that, one of the companies additionally offers the present promise that drives kids to buy the product and to become the collectors of the toys. It is an interesting story how they reach their desired consumers. The advertising is the one that sells their product
and it helps them to increase the awareness and brand recognition at a right time in a right place. Their main communication starts from TV commercials, mainly advertising voiceovers between evening programs and the child’s channels. Today, the companies choose digital world to advertise the newly launched products and gain the feedback from the consumer. They actively publish posts on the social media pages and trying to reach a larger audience. Accordingly, these channels help companies to refer to the parents who actively check the companies that produce children products and they get engaged much easier and faster. The first message goes to parents and if they get attracted and persuaded that the product does not harm the children’s health, they buy them for the kids. For that, they frequently publish the posts about products to remind parents about product existence and increase the sales that way. They continuously add new lines in the category and offering some products they may attract consumers more. For example, if they offer chocolates and waffles, they have chocolate creams that are the favorite food for the kids. Thus, continuous (positive) product development facilitates companies to stay relevant with its consumer base and to make the consumer anxious to try the new product. Consequently, all companies mentioned above successfully presented the products on the market and a potential response from the target audience that they were expecting was quite high. Therefore, they consider the children lines very profitable and efficient, hence they did not have any result of product failure since then.

Having gathered the valuable insights from companies about their advertising strategies and ongoing campaigns showed that they do not necessarily use persuasive intent in the advertisement to attract the children better. What almost all the companies do is that they try to produce the products 100% natural to increase the trust among parents and packing each product visually fascinating to get noticed by young consumers. The visualization helps companies to get children positively encouraged to try their product. However, from this view, we may assume that using cartoon characters, superheroes and specially created animations on the labels, are the techniques that only brings the increased number of sales for the companies. On the other hand, the strategy (cartoon characters) plays a big role in the children’s psychology and they get enticed by the product visuals or present promises and they do not understand the main characteristics of the product. This overview might be true in the age group of 6-7 years old, but the ones how are a bit older 10-11 they already look for the functional and emotional values in the product. All in all, these companies combine these circumstances and they successfully target the kids ages between 6-11, those who look for the magic in the product and for those who like the
taste itself. To support this idea children’s exposure towards advertisement will be analyzed below.

Currently, one of the most important aspects is to analyze how children respond to the advertisement aimed to them and how big is their exposure towards advertised products. According to the drawings that have been gathered from 6-7-year old kids it turned out that company that promises the gifts/surprises with products and all this information is clearly given in the TV commercial or in the online advertisements, they can easily remember them and recall product characteristics and features any time they are asked. It was also resulted in the actual assignment, that was given to them to illustrate the advertisement that they love. It explains that fact that as childish, as colorful (mainly one or two colors) as short and as entertaining is the ad, as better children memorize them and ideally, ask parents to buy the products for them.

Another significant result that has been proved by the results is that if companies release the ads and communicate with their product offers frequently, repetitively, steadily and they will appear on TV at least one time during a day, children pay their advertisement much attention and even though it is not targeted to them, the advertisement gets memorized by itself. However, what needs to be kept as a main factor that all ads should spread a positive word and the whole content of the ad must be nicely broadcasted.

Looking at the pictures presented by primary school pupils ages between 10-11 there is one obvious circumstance that clearly explains that those children are more obsessed with food and beverages. Considering the titles and headlines, they have created for each product, it discovers that they pay much attention to taste, ingredients, feelings the product can incite between them. From this perspective, if we compare the age groups from 6-7 to 10-11, we can prove that as child gets more matured the attitude towards product is changing and they choose the products not because how visually it looks like but how tasty and nutritious it is.

Considering in-depth interviews in which the parents and children had a full freedom to express their opinions about the advertisement, demonstrated the valuable insights that might be helpful for the companies to consider in the future.

Most importantly, children chose the TV ads that had funny, entertaining, musical and colorful content, apart from that some of the kids liked the ads only because the celebrities that they love appear in the ads and that way advertisement got paid the kids’ attention. Some respondents mentioned that they were a little bit disappointed because the ad was too short and could not finish singing the song enclosed. In contrary others mentioned
that they get bored because for the first time they liked the ad but having fell over the ad all the time, they get bored and do not want to watch it again.

One of the main objectives that the present thesis work had is to find out how strong is the encouragement from children’s side to persuade the parents to buy the products for them seen in the advertisements especially related to food that seems to be appetizing. Most of the parents consider the children requests and they get the food and beverages what they have chosen, although they always try to control the quality of each product and if it worthy to try and it does not harm the children’s health condition, they happily buy them. Thus, the parental role in children’s food choices is quite high and they are the ones who basically make the final purchasing decision.

They try to avoid fast food and fizzy drinks from children’s nourishing ration and formulating the nutritious food eating habits to keep the kids healthy since childhood. Thus, what parents suggest and how they act, the same way children grow.
7. Conclusion

In conclusion, companies which offer the kids natural food products and using positive content in the advertisement have a high exposure from them. The ad content basically leads the kids and parents to get easily influenced and to try out the products immediately. Therefore, the companies should stay on the same level and continue targeting the kids and indirectly parents, in the same way. They should also maintain the products 100% healthy to increase the trust among parents.

Moreover, if they would like to keep the consumers loyal they should continue product development and always offer new assortment.

Considering the results gathered through research can conclude that the effects of advertising towards children are positive and it does not have any negative influence on their psychological well-being. Conversely, what current advertisements available in Georgian TV channels and social media webpages deliver to the children is the value of the product, functional and emotional benefits that they mainly look for.

Thus, the children as consumers are willing to watch the advertisement to know more about the product and afterwards, to make the purchasing decision with the contribution of their parents.

The research findings confirm that the advertising does not only have a persuasive intent and it can also communicate the truth about the products’ content and attract the consumers by that way.

The results suggest that companies should shape the products visually attractive and the main ingredients must be natural, tasty and nutritious to target the kids and parents while making purchasing decisions.
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8. Appendices

In depth interviews

**Interview 1:** Mother - Theona Baiashvili, kid - Cotne Kistauri

Q1. What kind of ads do you like?
Mother: informative, meaningful.
Kid: funny, colorful, with animals, kids.

Q2. What is the most memorable ad you have ever seen?
Mother: Tide- washing powder.
Kid: Coca-Cola’s New Year ad.

Q3. Could you please remember after viewing that ad, did you consider purchasing the product after?
Mother: “Back then, I was buying, but not anymore”.
Kid: “My mum usually buys Coca-Cola for me when it is hot outside, although we also had Coca-Cola this New Year’s dinner on our table”

Q4. How would you evaluate/assess this ad compared to others you have seen?
Mother: Nowadays, she thinks there are more creative ads available and they talk about product’s uniqueness and its specialties.
Kid: It is emotional, and it is the best ad that he has seen during Christmas. He likes it so much because there is a lot of Coca-Cola and Santa. Also, many people help each other, and they are kind in there.

Q5. Look at the photos the mother has taken, please share the impressions about this advertisement?
Kid: He just liked this ad by that time. He usually does not watch ads, especially on TV.

Q6. Why did you choose this ad?
Kid: Because this was the one when they were watching a kid’s program on YouTube and it was the that appeared in the middle of episode.

Q7. What are the main characteristics you like in this advertisement?
Kid: Fly.ge- he liked this advertisement because flying is good, you can go somewhere else and fly with airplane.

Q8. What is that you did not like about this ad? (e.g. Colors, main character, product, music, simplicity, activities, etc.)
Kid: He did not even protest when suddenly his favorite show stopped because of the ad.
Q9. If you were describing this to your friend, what would you say this ad is…
Kid: Good.

Q10. Based on the features advertised, this ad is:
Kid: The ad was visually appealing and engaging.

**Breakfast**

Mother: Since she has two kids the breakfast mostly looks like in this enclosed picture. Based on the food ingredients they seem like quite healthy, as we can see vegetables, ham, salami, eggs, cheese and mashed potatoes mixed together, tea with milk and without, also two loaf of bread Nutella.

Kids favorite Nutella is always with them, as for the ham and salami they have them at least 2 times in a week.

Q11. How often do you consider the food choices of your kids?
Mother: She usually chooses the products for each meal for a day by herself, also she frequently considers the kids requests and they usually have snacks and cookies that they love on the table.

**Interview 2:** Mother- Miranda Abramishvili, kids- Gabriel Kilasonia, Ketevan Kilasonia

Q1. What kind of ads do you like?
Mother: Creative, emotional.
Kid 1: Short.
Kid 2: Beautiful advertisements

Q2. What is the most memorable ad you have ever seen?
Mother: Korona- Chocolate’s ad.
Kid 1: Coca-Cola’s New Year ad.
Kid 2: She could not remember any ad since she 6 years old.

Q3. Could you please remember after viewing that ad, did you consider purchasing the product after?
Mother: She tried several times back then, but there is no more Korona in selling, as she noticed.
Kid 1: He tried so few times. Because mother does not want them to drink Coca-Cola very often. Nowadays, he sometimes drinks on someone’s birthday party, but not at home. At home, he usually drinks orange juice.
Q4. How would you describe and evaluate/assess this ad compared to others you have seen?

Mother: This ad is all about chocolate love and beautiful woman and she likes to associate herself somehow to this woman. The ad for now might be considered as old-fashioned but still classical. Right now, all ads are about creativity, more fun and emotions, that is what she likes the most.

Kid 1: He likes New Year and he cannot imagine TV programs without this ad cut. Nowadays, he does not have any favorite ad.

Q5. Look at the photos the mother has taken, please share the impressions about this advertisement?

Kid 1: “My favorite Kinder was on the screen. I love Kinder chocolate so much.”

Kid 2: She liked this ad because she recognized her favorite singer and music in it.

Q6. Why did you choose this ad?

Kid 1: Other ads were not interesting for him.

Kid 2: This is her favorite ad. Every day she waits for this ad cut on TV if appears.

Q7. What are the main characteristics you like in this advertisement?

Kid 1: He likes the product itself. How it is presented. Colorful toys and happy face of the Kinder character.

Kid 2: She likes the music itself. Selena is one of her favorite singers. She also can sing a short part of the song during the ad, that is why she appreciates it so much.

Q8. What is that you did not like about this ad? (e.g. Colors, main character, product, music, simplicity, activities, etc.)

Kid 1: He did not mention any dislikes about this ad.

Kid 2: She said, it is too short. Because it stops me to continue singing.

Q9. If you were describing this to your friend, what would you say this ad is…

Kid 1: Positive, funny, active, happy, it has the loveliest character in it.

Kid 2: “It is too short”.

Q10. Based on the features advertised, this ad is:

Kid 1: Very nice and super positive.

Kid 2: Beautiful, because Selena has very beautiful hair in it.

Lunch

Q11. How often do you consider the food choices of your kids?

Mother: Since their birth she is the one who gives them food in a timely manner. Food is always on time on the table. Their lunch usually consists soup. This specific example
is vegetables soup that consists: Brussel’s cabbage and bot peas. Regarding kids requests, she usually does not accept, advertising-based products coming from TV and she rarely buys them directly. She at first checks its health condition, main ingredients and they she makes a final decision with them in the actual store.

**Interview 3:** Mother- Lela Tsanava, kid-Sandro Tatulashvili

Q1. What kind of ads do you like?
Mother: She does not really watch ads these days.
Kid: The ads that has so many cars in it and many sportsmen.

Q2. What is the most memorable ad you have ever seen?
Mother: Coca-Cola’s New Year ad.
Kid: Porsche’s ad

Q3. Could you please remember after viewing that ad, did you consider purchasing the product after?
Mother: They always buy Coca-Cola. Every time, at 3 times in a week.
Kid: It is his dream car.

Q4. How would you evaluate/assess this ad compared to others you have seen?
Mother: She likes this ad. Because it always reminds her New Year time and snow.
Kid: He does not children ads. He likes these kinds of ads so much. That is why he remembered it at first.

Q5. Look at the photos the mother has taken, please share the impressions about this advertisement?
Kid: Sometimes he drinks beer with his father. But he has never tried this beer before. The ad is nice.

Q6. Why did you choose this ad?
Kid: Because other ads were not appealing to him.

Q7. What are the main characteristics you like in this advertisement?
Kid: The motivation to drink when there is a football game.

Q8. What is that you did not like about this ad? (e.g. Colors, main character, product, music, simplicity, activities, etc.)
Kid: He liked it. No dislikes with regards to this ad.

Q9. If you were describing this to your friend, what would you say this ad is…
Kid: It is cool.

Q10. Based on the features advertised, this ad is:
Kid: Informative and inspires you to drink when there is the best football match.

**Breakfast**

Q11. How often do you consider the food choices of your kids?
Mother: She usually makes these kinds of hot sandwiches in the morning for his kids and they love them so much. It is easy to make, and these sandwiches can make her kids so happy, since they adore them. According to the food choices of her kids, she is very sensitive, and she is always taking prompt actions to satisfy their needs once asked. Even if it is asked after watching the ad or generally, they liked something displayed nicely in the shopping mall, she always tries to get them for her kids.

**Interview 4:** Mother- Lela Okinashvili, kid- Giorgi Burjanadze

Q1. What kind of ads do you like?
Mother: Informative, understandable, believable.
Kid: Ads with music, a lot of people and nice music.

Q2. What is the most memorable ad you have ever seen?
Mother: Pampers- Molfix ad.
Kid: Mercedes ad.

Q3. Could you please remember after viewing that ad, did you consider purchasing the product after?
Mother: By the time that ad was airing, her kids were already grownups, therefore she has never bought it.
Kid: He does not have his own car. But his family has got one, which is Mercedes, but not the same model as in the ad.

Q4. How would you evaluate/assess this ad compared to others you have seen?
Mother: It delivers a lot of positive emotions; happy laughter of the kid makes you positively charged. Nowadays, the ads what she usually watches are about urgent needs of something you are supposed to buy, therefore she prefers something like that has something more fun and energetic.
Kid: He likes this one so much, because this car is just super. Nowadays, he does not watch TV a lot. Only ads he frequently watches on YouTube are about loans and insurance companies that offer him something he does not know what they are exactly about.

Q5. Look at the photos the mother has taken, please share the impressions about this advertisement?
He likes Glovo’s ad because it delivers you food at home and there is no need to wait for cooking and his mum can be free.

Kid:
Q6. Why did you choose this ad?
Kid: Because it has nice content and he likes it.
Q7. What are the main characteristics you like in this advertisement?
Kid: Positivity and happy people.
Q8. What is that you did not like about this ad? (e.g. Colors, main character, product, music, simplicity, activities, etc.)
Kid: He is little bit bored because all the time this ad appears, and it is already too much. When he watches on YouTube, it is always there and on TV, he sometimes finds it.
Q9. If you were describing this to your friend, what would you say this ad is…
Kid: It is worthy to watch once or two times. Not more.
Q10. Based on the features advertised, this ad is:
Kid: Informative, new, attractive, interesting.

Lunch
Q11. How often do you consider the food choices of your kids?
Mother: Basically, they have eggs during breakfast or lunch. This time lunch contains mushrooms, eggs, 2 sausages and cucumber. As her kid likes coffee, he gets a cup of coffee once or two times in a week, because it is not good to get him used to it in his young age. As for his food choices, she usually considers them. Especially, when he wants to try something from bakery, mother is always ready to get one. Like pizza, cakes, etc.

Interview 5: Mother- Sophiko Balanchivadze, kid- Luka Gochitidze
Q1. What kind of ads do you like?
Mother: Informative, creative, short, attractive, mysterious.
Kid: Ads about video games.
Q2. What is the most memorable ad you have ever seen?
Mother: Bank of Georgia’s ad
Kid: Head & shoulders Ad in which Lionel Messi plays a main role.
Q3. Could you please remember after viewing that ad, did you consider purchasing the product after?
Mother: She is a loan holder in this bank, not because of the ad, just because of the prices.

Kid: They even have got one at home now in the bathroom.

Q4. How would you evaluate/assess this ad compared to others you have seen?

Mother: She loves every ad created by Bank of Georgia airing during New Year on TV. She loves famous Georgian actress who has a role Snow-white and she likes how she acts there.

Kid: He just likes this ad because Lionel appears there. He sometimes watches other ads too but he does not like watching ads and getting some information about them, because he has to study a lot and he does not that much time to sit in front of TV and watch different programs.

Q5. Look at the photos the mother has taken, please share the impressions about this advertisement?

Kid: He likes this ad very much, because it is about two friends who are drinking Coca-Cola and it is part of their meeting. It connects friends together. Moreover, he mentioned that this ad is particularly connected to no sugar Coca-Cola this is what is good for everyone to drink.

Q6. Why did you choose this ad?

Kid: The reason for choosing this ad was simple, mum asked him if he liked the ad and my answer was yes. There is nothing wrong with this ad.

Q7. What are the main characteristics you like in this advertisement?

Kid: Friends gathering, moments of tasting Coca-Cola and product that appears is his favorite.

Q8. What is that you did not like about this ad? (e.g. Colors, main character, product, music, simplicity, activities, etc.)

Kid: No dislikes.

Q9. If you were describing this to your friend, what would you say this ad is…

Kid: This ad talks about healthy Coca-Cola and he must try the product.

Q10. Based on the features advertised, this ad is:

Kid: It gives you enough information about no sugar content.

Dinner

Q11. How often do you consider the food choices of your kids?

Mother: The dinner for kids is usually nutritious as she mentioned. Meat is one of the main ingredients that she uses, and she trusts company “Lider Food” which has lots of
varieties of good meat products. As for the vegetables she tries to put some next to meal if it matches to feed kids with more vitamins that vegetables contain. When the kids want to choose some food for example pizza, she always considers their requests. As for the sweets and drinks she usually buys milk, Nutella, Nesquik, some cookies and candies, sometimes chips because they are kids and they love snacks so much and she unable to say no to them.

**Interview 6:** Mother- Ketevan Talakvadze, kid- Ana Baliashvili

**Q1. What kind of ads do you like?**
Mother: Informative, creative, beautiful, connected to nature and people  
Kid: She likes all ads that has some music and she can dance in the meantime.

**Q2. What is the most memorable ad you have ever seen?**
Mother: Coca-Cola’s New Year ad.  
Kid: Ice cream Skupi’s ad.

**Q3. Could you please remember after viewing that ad, did you consider purchasing the product after?**
Mother: They occasionally buy Coca-Cola for home usage. Only on the birthday parties or some family events.  
Kid: Mother buys Skupi ice cream for her every time she wants, and she also has some toys from the ice cream.

**Q4. How would you evaluate/assess this ad compared to others you have seen?**
Mother: She likes Coca-Cola’s ad because it reminds her childhood happiness when new year was coming. However, the main product - Coca-Cola that appears in the ad she does not like because it is an unhealthy product to drink.  
Kid: She likes this ad because children can open the ice creams and then they find some surprises in there.

**Q5. Look at the photos the mother has taken, please share the impressions about this advertisement?**
Kid: She likes this ad advertisement so much every time she watches her favorite children program it surprisingly appears there and she loves to watch how little kids can draw and have some fun.

**Q6. Why did you choose this ad?**
Kid: Because of the kids and this little favorite character that appears there. They are so lovely.
Q7. What are the main characteristics you like in this advertisement?
Kid: She liked the information this ad gives to the viewers. It is full of vitamins and she can do anything when she will drink these tablets.
Q8. What is that you did not like about this ad? (e.g. Colors, main character, product, music, simplicity, activities, etc.)
Kid: She likes everything here. She only misses this ad sometimes, because not always she can see it on TV.
Q9. If you were describing this to your friend, what would you say this ad is…
Kid: This ad is colorful.
Q10. Based on the features advertised, this ad is:
Kid: Her favorite.
Q11: How often do you consider the food choices of your kids?
Mother: This lunch is made from potatoes. It is potatoes cream soup and quite healthy for her kids. She usually tries to prepare healthy meals for the whole family and keep them eating less unhealthy products such as fast food, chips, fizzy drinks, etc.

Interview 7: Mother- Maka Shpetishvili, kids- Nini Papanashvili, Mariam Papanashvili
Q1. What kind of ads do you like?
Mother: Emotional, trustful, interesting, informative
Kid 1: Colorful, musical
Kid 2: Beautiful, active, with some characters
Q2. What is the most memorable ad you have ever seen?
Mother: Coca-Cola’s new year ad.
Kid 1: Natakhtari Lemonade Ad
Kid 2: Bank of Georgia’s New Year ad
Q3. Could you please remember after viewing that ad, did you consider purchasing the product after?
Mother: They usually buy the product even though she is against it. Her husband and kids love it so much.
Kid 1: Her dad usually buys it for the whole family. The smaller sizes of the bottles separately for kids.
Kid 2: She could not mention anything about it since she is still kid and does not have any information about their products.
Q4. How would you evaluate/assess this ad compared to others you have seen?
Mother: She likes this ad very much because it reminds her childhood waiting up for New Year. She thinks none of ads can replace the ad love compared to this one.
Kid 1: it is one of her favorite TV ads and she could not mention any better.
Kid 2: she likes the main character Georgian actress and she usually watches the company’s each year campaigns.
Q5. Look at the photos the mother has taken, please share the impressions about this advertisement?
Kid 1: She liked this ad when she for the first time and then her mum bought that doll for her. Nowadays, she frequently sees this ad on children’s channel again and she is happy because through this advertisement she made a new “friend” and her doll is her best friend now.
Kid 2: She likes this ad because it she like ice cream so much and this ad is also very entertaining and funny.
Q6. Why did you choose this ad?
Kid 1: because she liked this doll so much.
Kid 2: because she loves ice cream so much.
Q7. What are the main characteristics you like in this advertisement?
Kid 1: product itself.
Kid 2: product itself.
Q8. What is that you did not like about this ad? (e.g. Colors, main character, product, music, simplicity, activities, etc.)
Kid 1: none.
Kid 2: none.
Q9. If you were describing this to your friend, what would you say this ad is…
Kid 1: lovely.
Kid 2: entertaining.
Q10. Based on the features advertised, this ad is:
Kid 1: pink and beautiful.
Kid 2: understandable, meaning that this is about ice cream.
Q11. How often do you consider the food choices of your kids?

Breakfast

Mother mentioned that they breakfast usually looks like this as it is represented on the picture. The sausages are made from the natural meat and she always buys from the most trustful company in the country “Lider food”, apart from that she makes some tea
for her kids and some hot sandwiches for breakfast and additionally, she makes lunch boxes containing them too.

As for their needs, she basically considers their needs, because they are in the age when they want everything they see on TV, in the street, in the shop or at neighbor’s, therefore she tries to afford all their needs and buy what they want. As for the food choices, if a younger kid wants some ice cream she always buys and never says no, because it is what her kid loves. An older kid has a little bit different needs she likes fast food restaurants so much and they once in two weeks visit McDonald’s restaurants.