
Obesity and Advertising Policy

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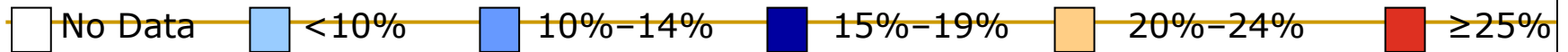
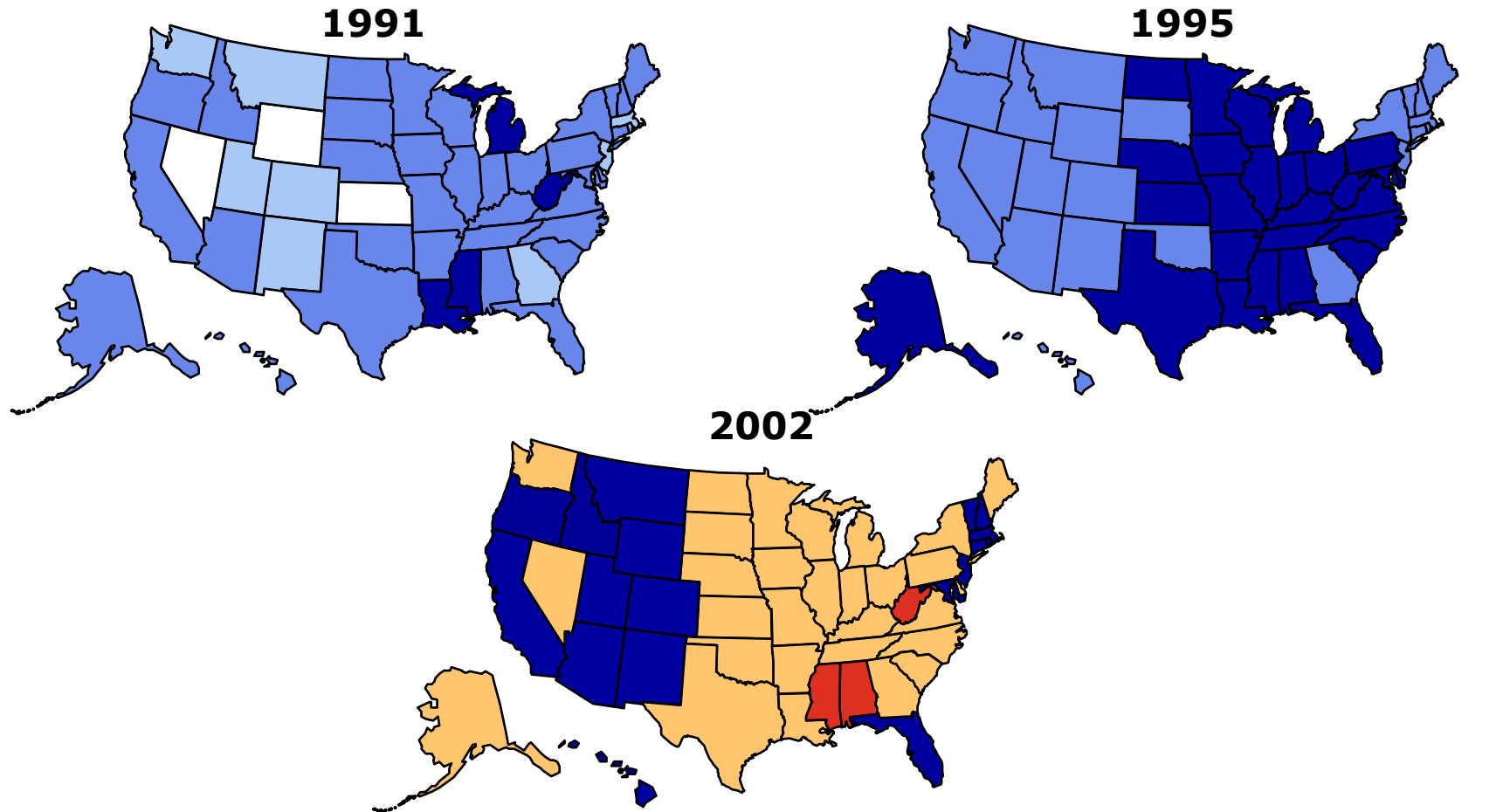
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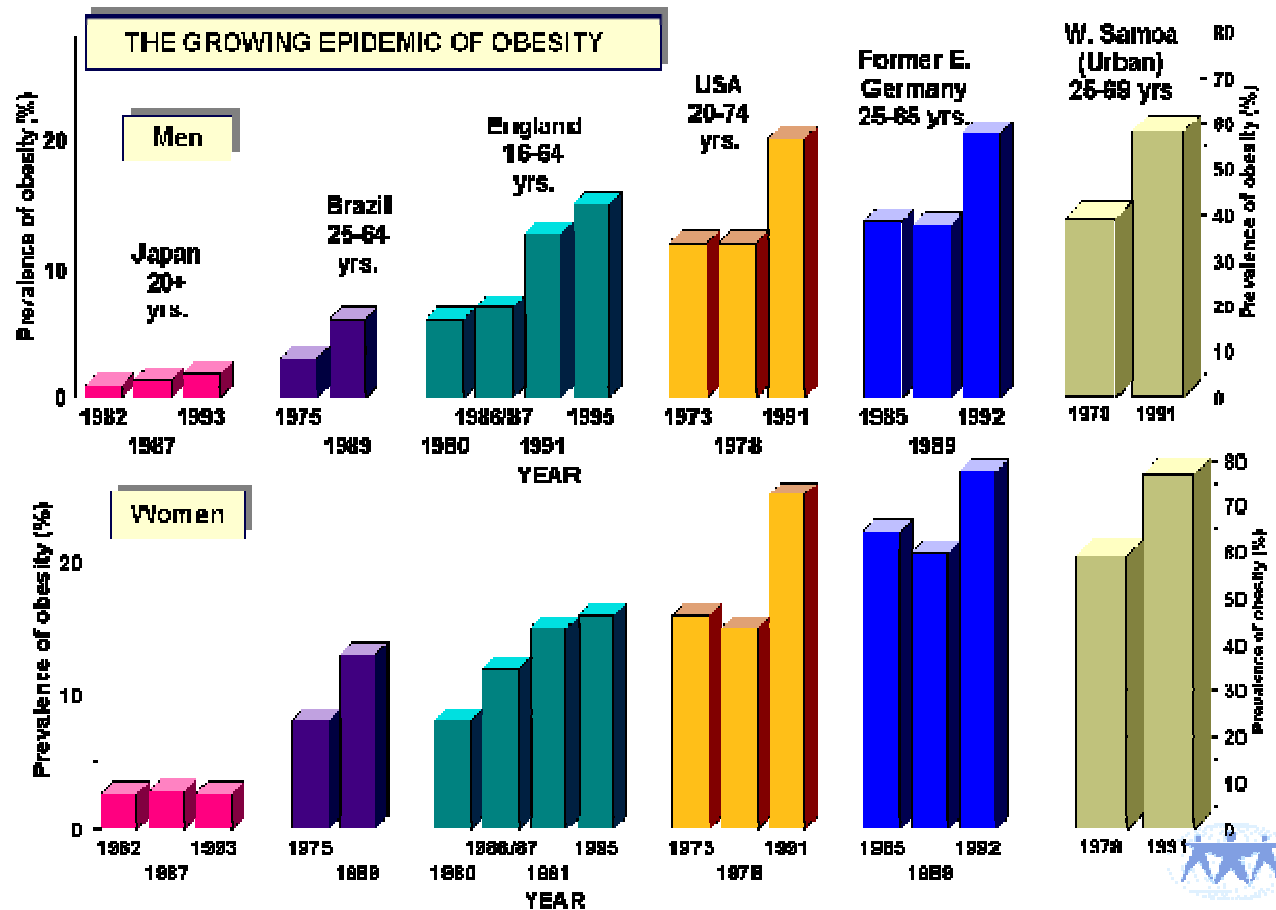
Obesity Trends* Among U.S. Adults

BRFSS, 1991-2002

(*BMI ≥ 30 , or ~ 30 lbs overweight for 5' 4" woman)

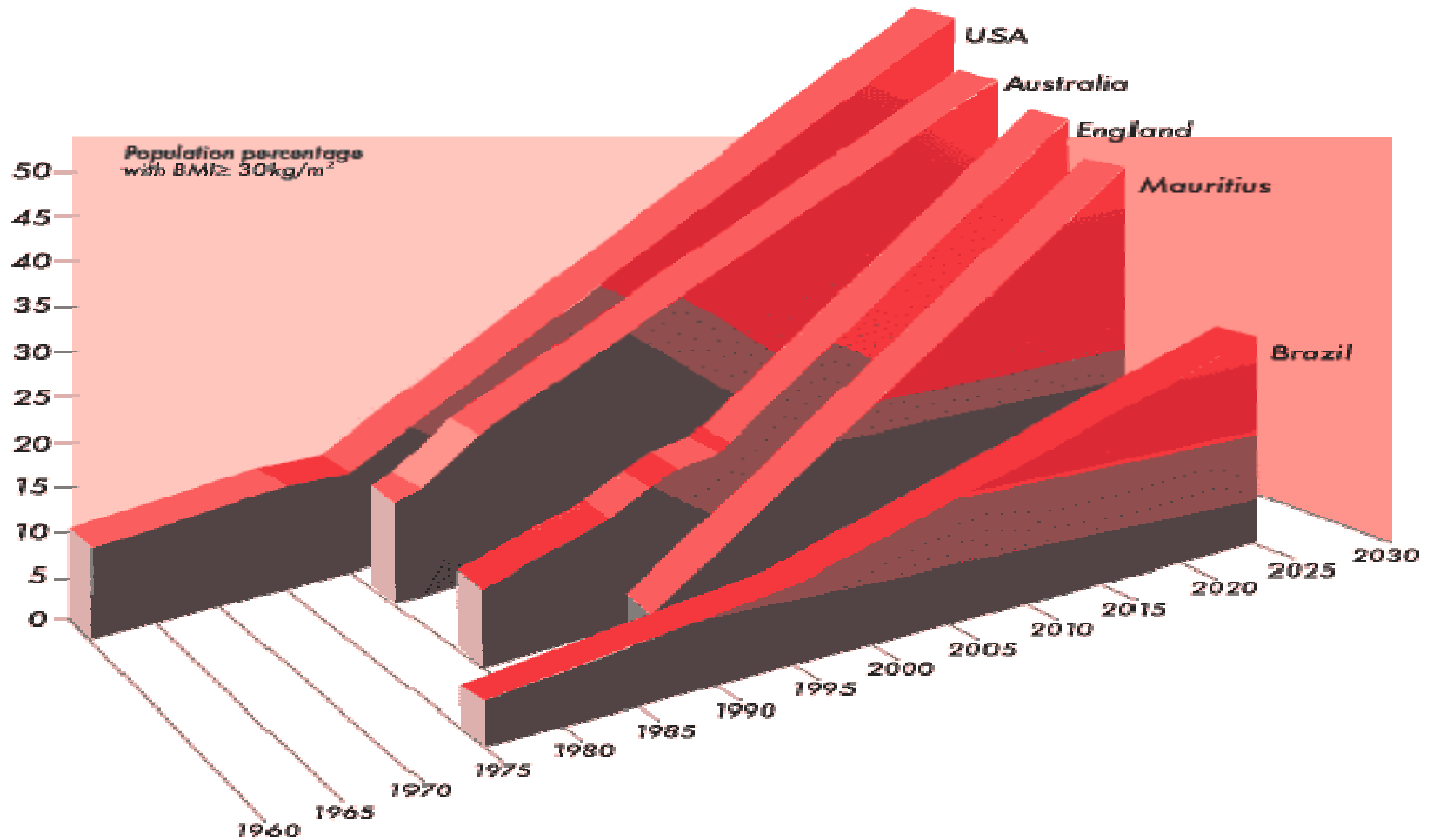


World Wide Growth in Obesity



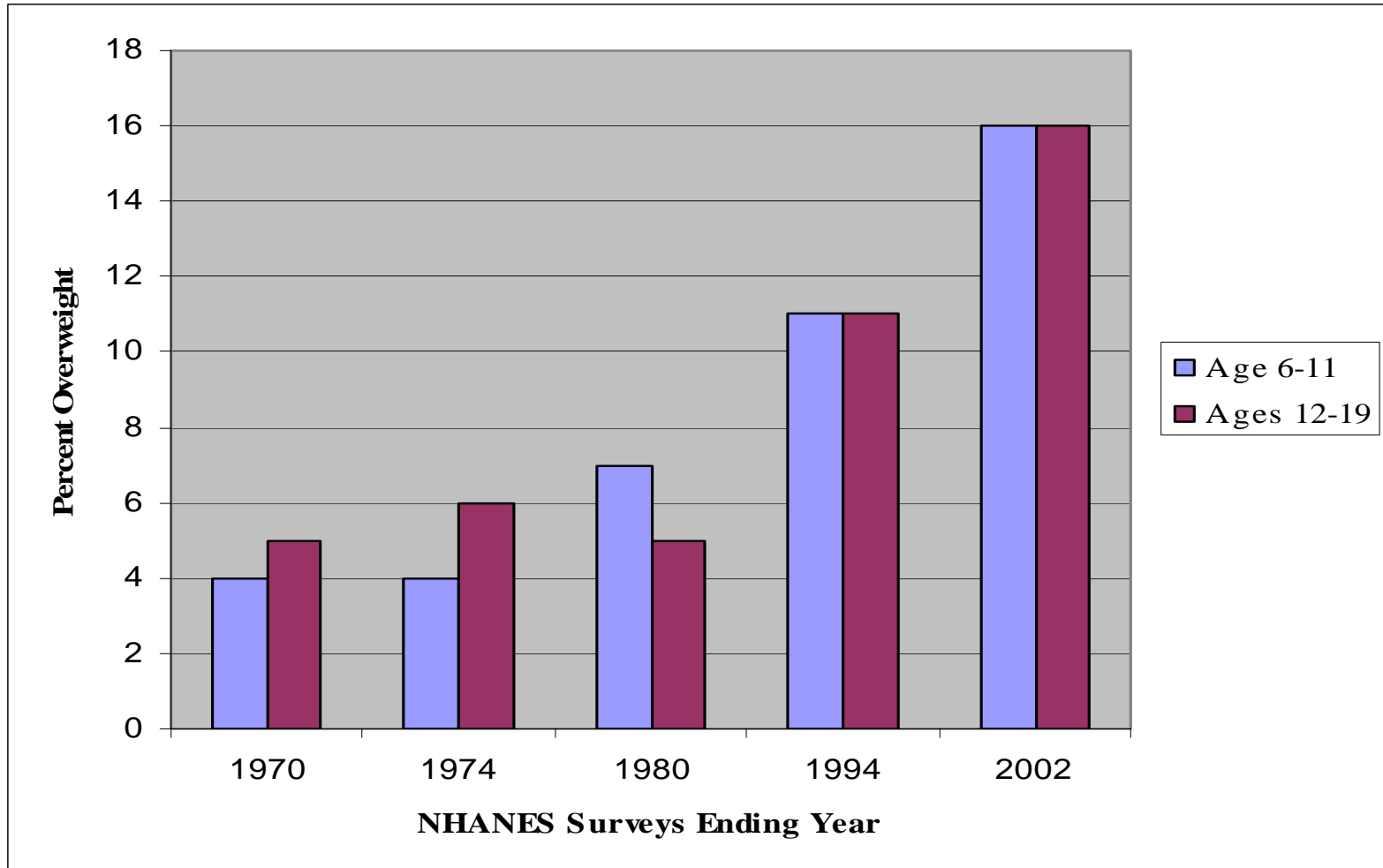
International Obesity Task Force <http://www.iuns.org/features/obesity/tabfig.htm#Figure%201>

Projected Adult Obesity Prevalence by 2025

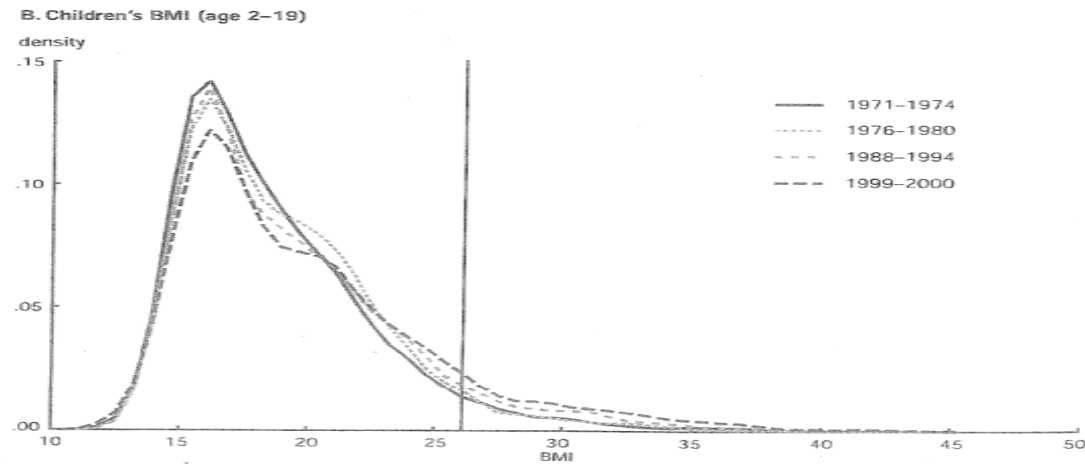
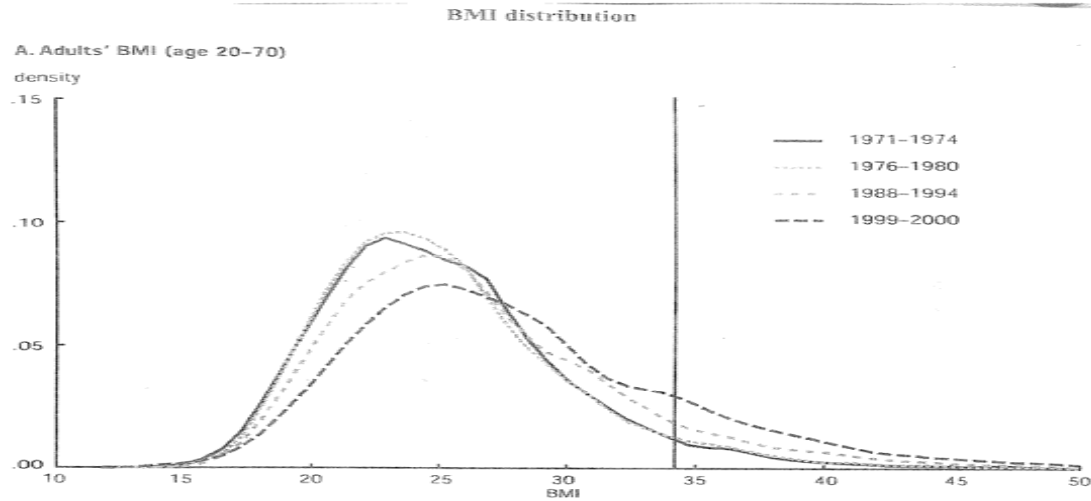


International Obesity Task Force <http://www.iuns.org/features/obesity/tabfig.htm#Figure%201>

Children's Overweight Trends

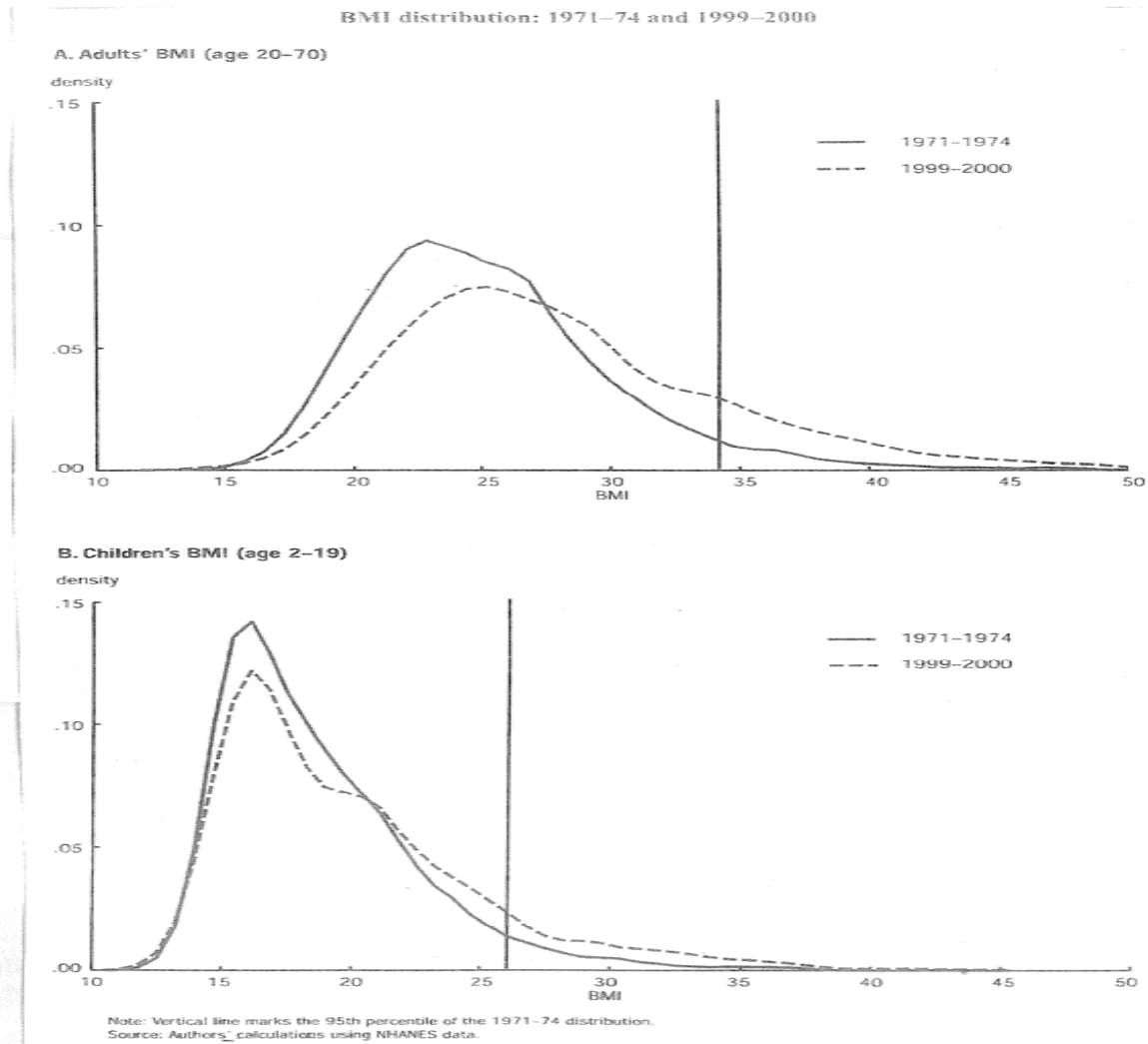


Change in Adult and Youth Obesity

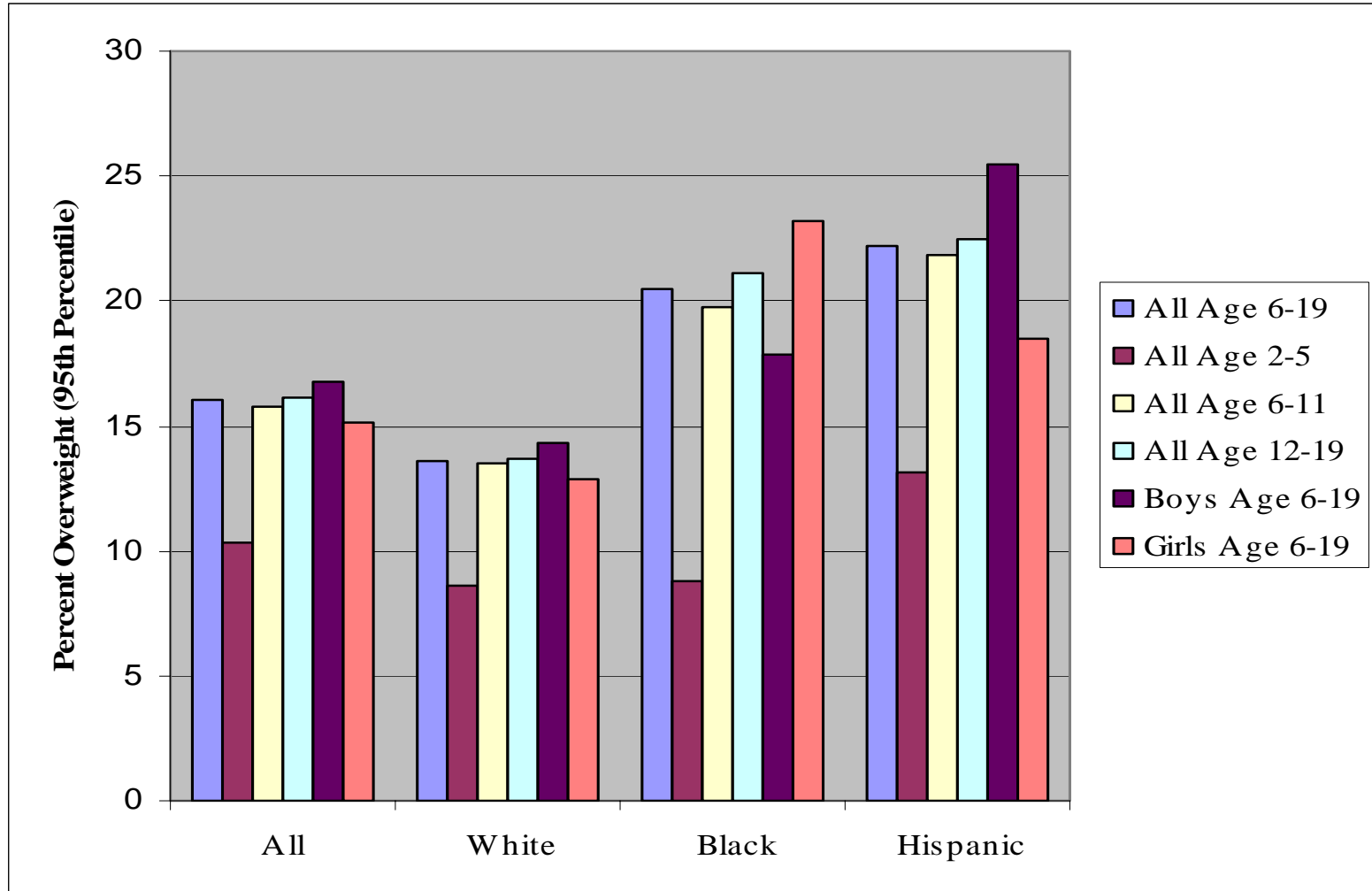


Note: Vertical line marks the 95th percentile of the 1971-74 distribution.
Source: Authors' calculations using NHANES data.

Change In Adult and Youth Obesity



Children's Obesity Demographics



Advertising/Obesity Hypothesis

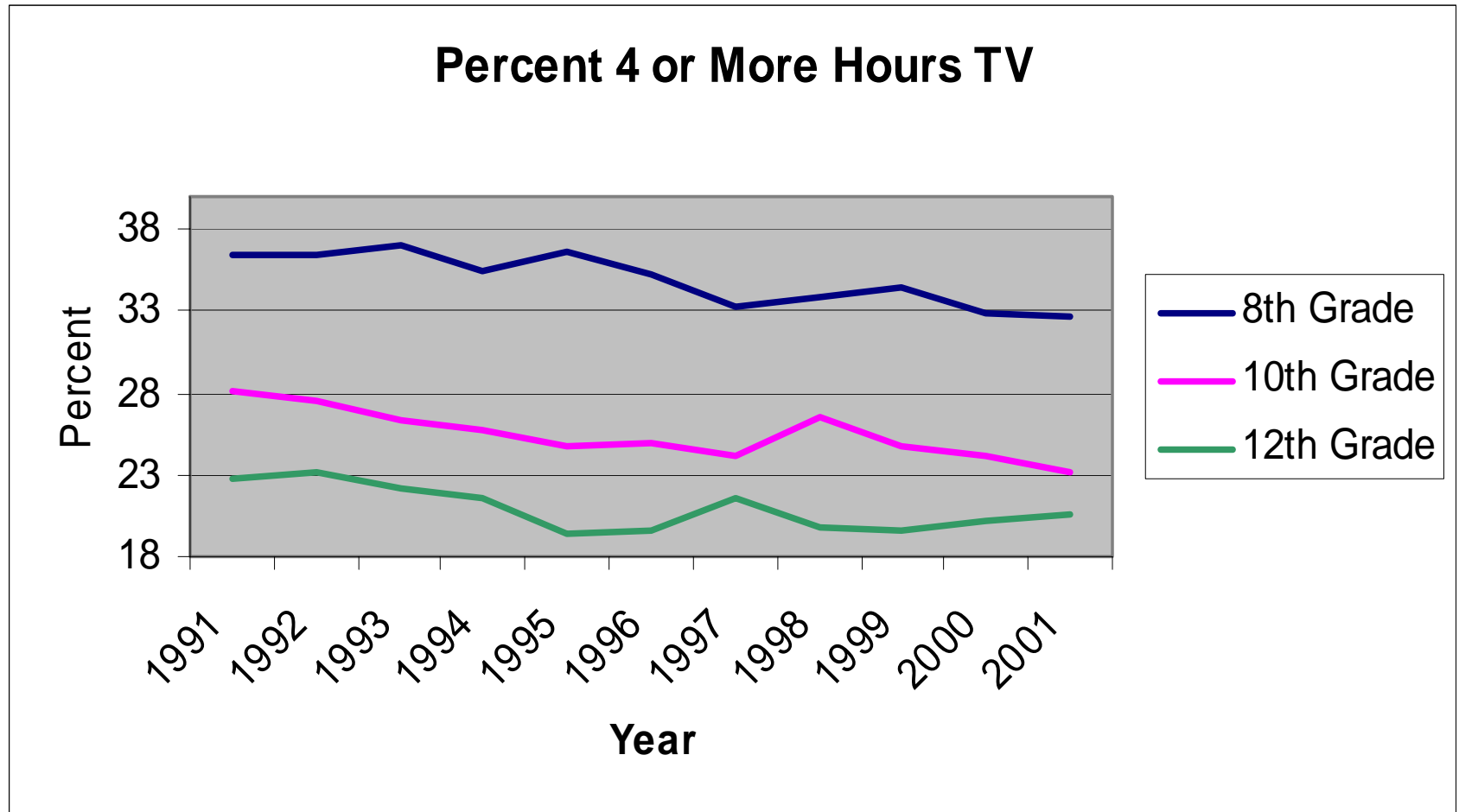
Model

- Hypothesis: Increased Advertising Exposure => Increased Obesity
 - “[By relying on parents to say no, advertisers] overlook the psychological difficulties parents face to constantly be responding negatively to their child's requests,” added [an APA Report] task force member. “Parents give in too much and that's why you have childhood obesity. Over half the ads are for junk food, sugared cereal, sodas, candies, potato chips.” *Washington Post* (Feb. 24, 2004), P. E1
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Hypothesis Testing

- Increased TV Viewing (More Minutes of Ads)
 - More Minutes of Ads per Hour
 - Change in Composition (Greater % Food Ads)
 - Change in Effect of Advertising
 - “Giving In”
 - Other Hypotheses: Robustness
-

Television Viewing



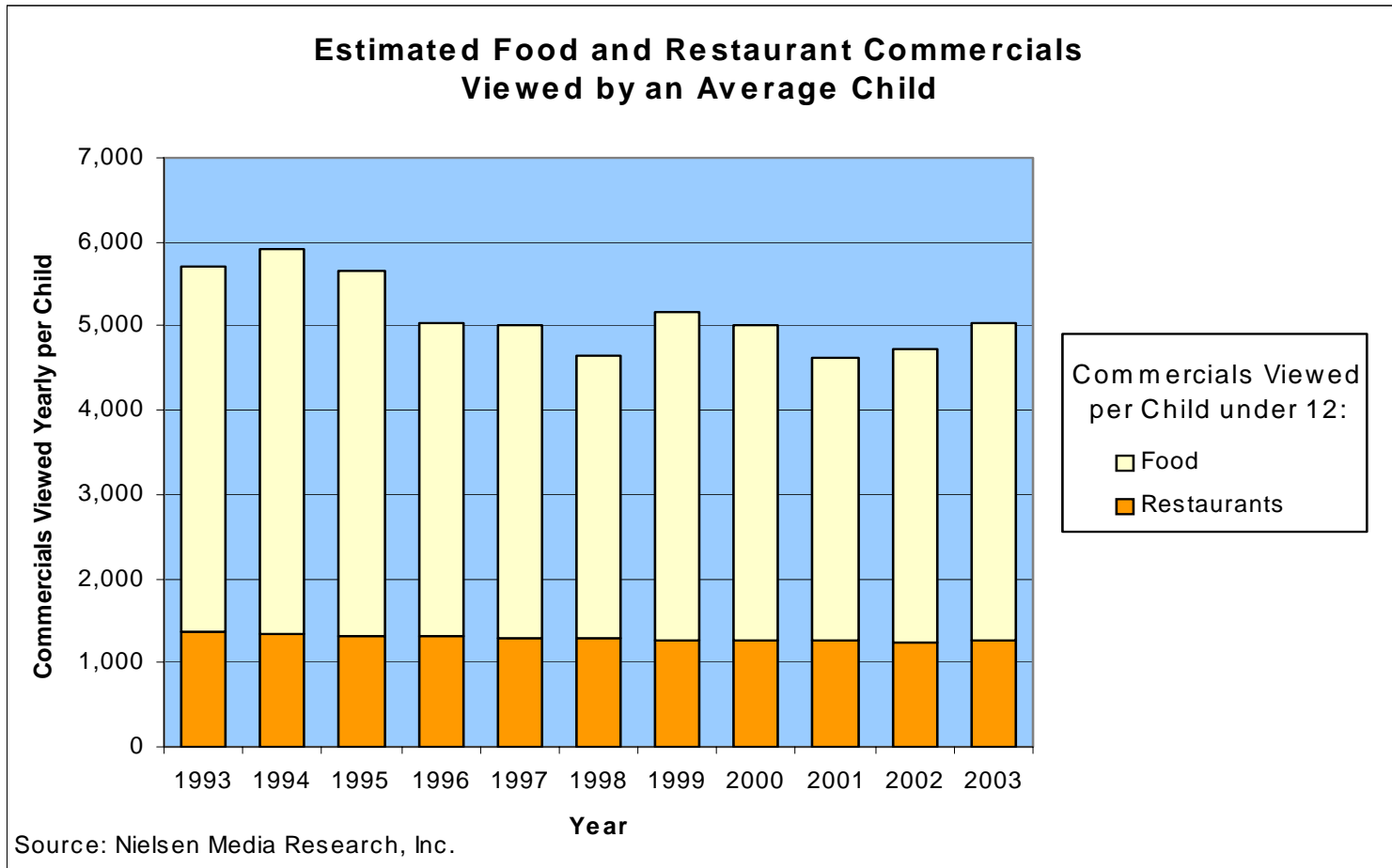
Ad Minutes Exposure

- More Product Advertising on Broadcast TV versus Cable: 10:05 versus 6:48 per hour
 - Food Ads more common on Broadcast Than Cable TV (72% versus 36%)
 - Video/DVD and Premium Cable (HBO): Zero
 - TIVO & VCRs
 - Remote Control
-

Ad Composition

- No indication that percentage of Food Ads has risen Versus Other Products
 - Kunkel (2001): Ad Composition “has remained remarkably stable” since 1970s
 - Increase in DVD/Video Ads: 13% of Ads Today
-

Children's Ad Exposure

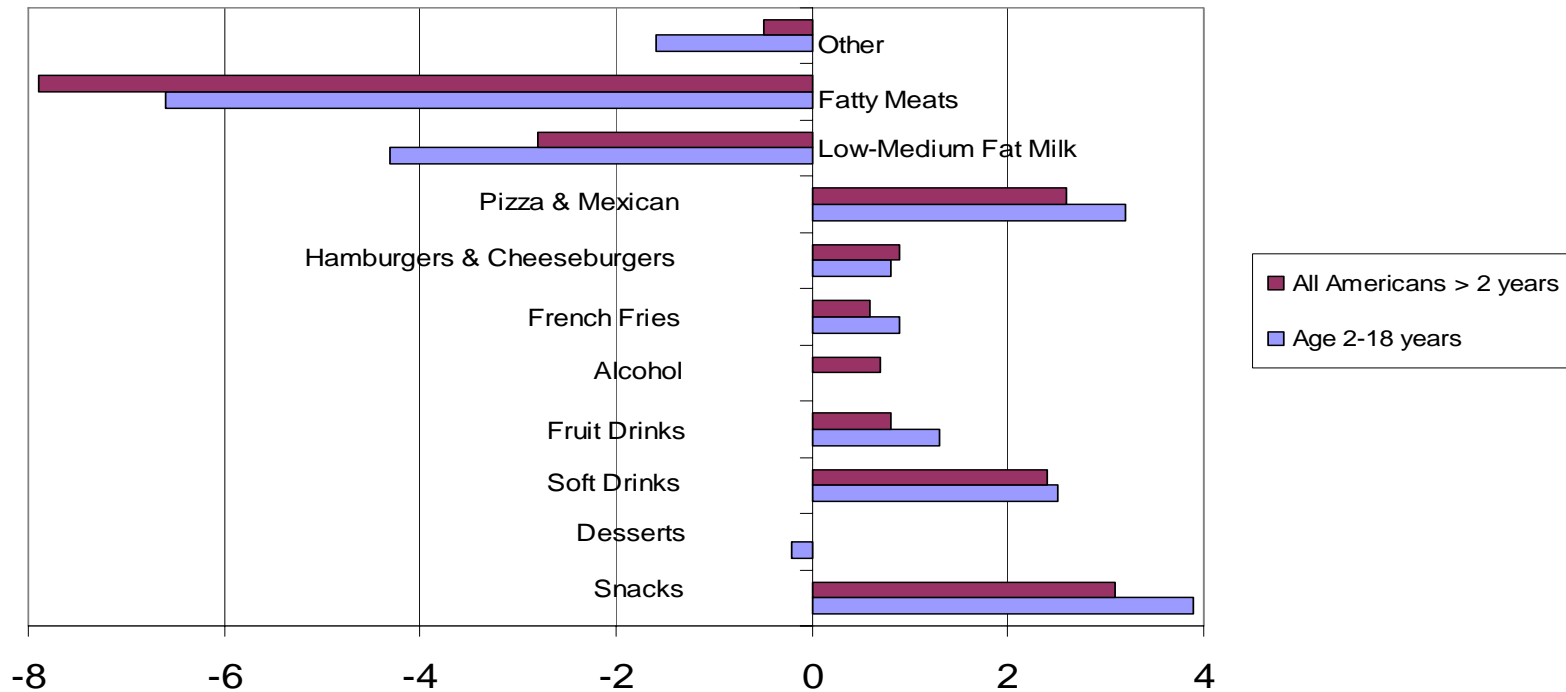


Effects of Advertising

- 2 Effects of Advertising:
 - Increase Market Demand
 - Increase Brand Demand
 - 2 Types of Advertising
 - Informational
 - Persuasive
 - Philip Morris Executive: “Like most consumer goods, cigarettes are marketed on image.... If you take away that marketing tool, take away the manufacturer’s ability to compete on image, then price will become the main factor in seizing market share.”
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“Giving In”

Percent Change Share of Energy Intake by Food Category: 1977-1996



Nielsen, Siega-Riz, and Popkin, “Trends in Energy Intake in U.S. Between 1977 and 1996: Similar Shifts Seen Across Age Groups,” *Obesity Research*, Vo. 10, No. 5, pp. 370-78 (May 2002).

Worldwide Change in Child Obesity

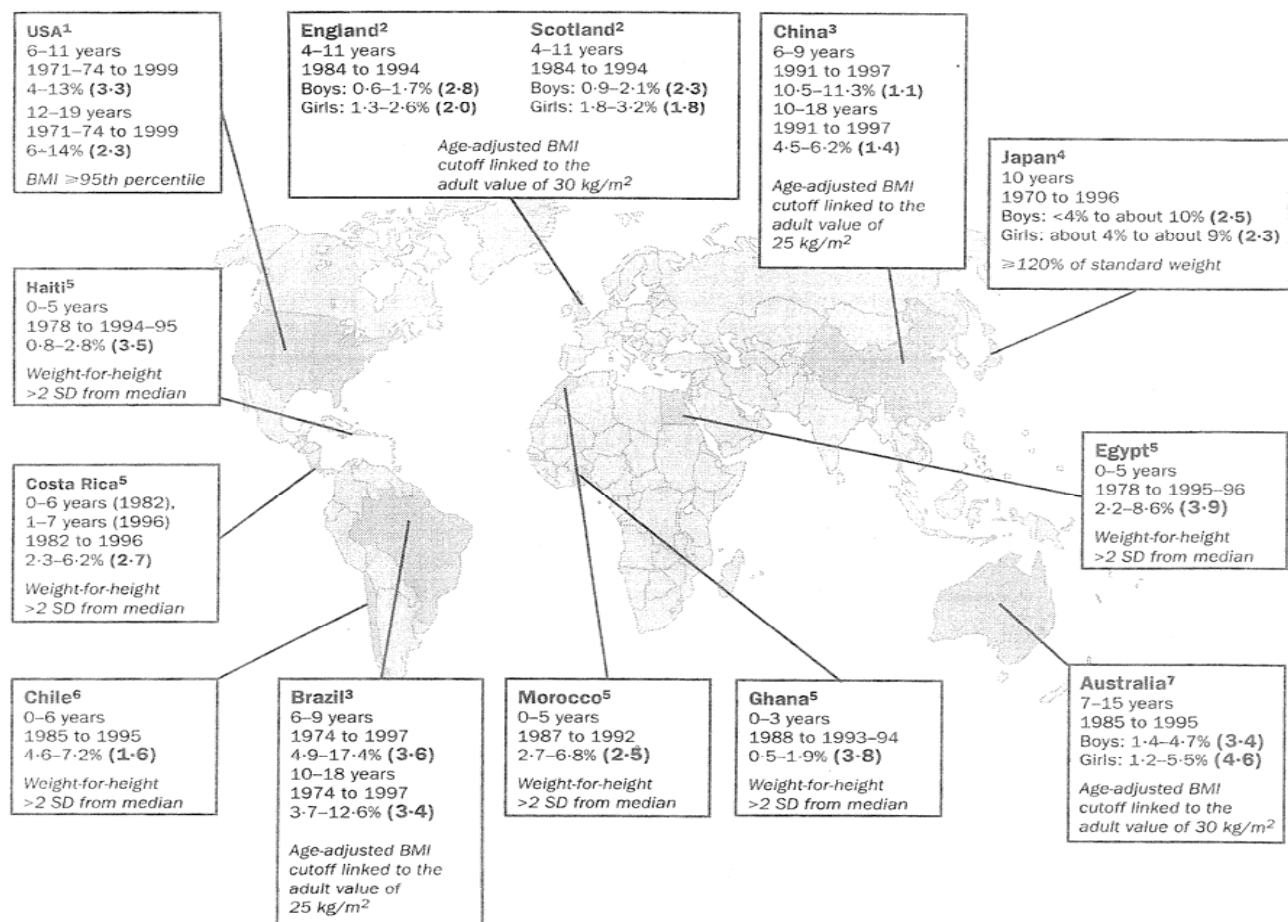


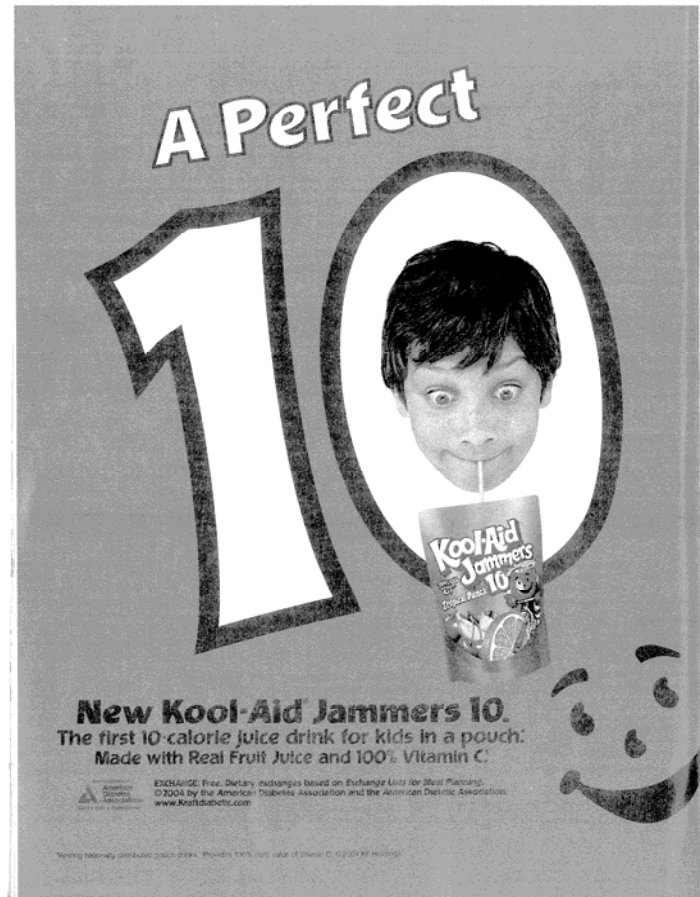
Figure 1: Global increases in prevalence of childhood obesity

Change factors are listed in bold for increases in prevalence over specified time intervals. Definitions of overweight and obesity are in italics.

The PBS Diet



Making Good (Less Bad?) Foods Fun



A Perfect

10

New Kool-Aid Jammers 10.
The first 10-calorie juice drink for kids in a pouch.
Made with Real Fruit Juice and 100% Vitamin C!

AMERICAN DIETETIC ASSOCIATION
EXCHANGE: Free. Dietary exchanges based on Exchange Lists for Meal Planning.
©2004 by the American Diabetes Association and the American Dietetic Association.
www.KraftDietetic.com

*Serving: 1 pouch (3.33 fl. oz.) (99 mL) 100% Vitamin C. ©2004 Kraft Foods

The advertisement features a large, stylized number '10' with a boy's face inside the zero, holding a pouch of Kool-Aid Jammers 10. The background is a textured grey. At the bottom, there is a small smiley face graphic and fine print.

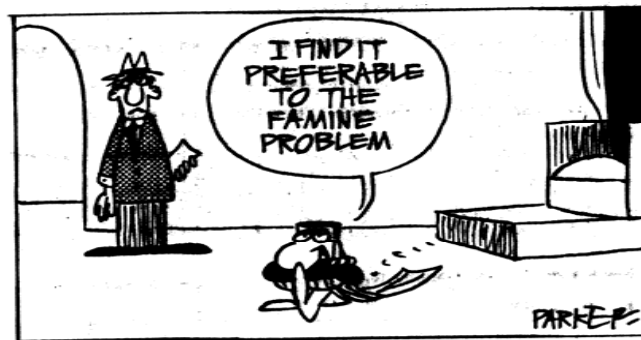
What are Real Causes of Rising Obesity?

Alternative Hypotheses about Obesity

- Inexpensive Food and Portion Sizes
 - Wealth
 - Psychology/Powerlessness
 - Snacking
 - Activity Level/Exercise
 - Suburbanization: Walking to School, etc.
 - Curricular Changes in School
 - Family Changes: Size, Working, Communication
 - Ag Policies: High-Fructose Corn Syrup, Good Foods
 - Smoking
-

Trade-Offs

THE WIZARD OF ID PARKER & HART



Obesity Policy

- Causes Appear to Be Same for All
 - “[M]ost dogs, cats and even birds are getting larger for the same reason people are: too much food and not enough exercise.” *Source: veterinariypartner.com*
 - “The primary causes of obesity are overeating and lack of exercise.” *Source: PetPlace.com*
 - No Easy Solutions or Silver Bullets
-

Constitutional and Policy Questions

■ *Central Hudson*

- Speech must concern lawful activity and not be misleading
- Restriction must advance substantial governmental interest
- Restriction must directly advance the asserted governmental interest
- Restriction no more extensive than necessary

■ Policy Costs and Benefits
