Mexico, leader in junk advertising

The study of the Power of the Consumer starts from a record made between the months of March and April 2010. It was found that the average number of junk food ads per hour in children’s programs was 11.25 minutes. Kellogg’s accounted for the most junk food ads and for 26% of this advertising. Cereals advertised for children were recognised as the worst on the market, containing 85% more sugar and 65% more sodium than what was advertised for adults.

The study found that 46% of the ads used a gift to provoke demand for the product and 67.5% used characters from children’s programs to generate emotional bonds with the brand and product. Of all the junk food advertising targeting children, 35.1% advertised internet pages where video games were found with the brand’s characters and products.

Junk food advertising was described as a factor which most affects the deterioration of children’s eating habits in Mexico.