



FOOD MARKETING TO CHILDREN AND YOUTH: THREAT OR OPPORTUNITY?

GLOSSARY OF TERMS

Adiposity

A term used to describe body fat.

Advertising

A paid public presentation and promotion of ideas, goods or services by a sponsor that is intended to bring a product to the attention of consumers through a variety of media channels such as broadcast and cable television, radio, print, billboards, the Internet, or personal contact.

Branding

A marketing feature that provides a name or symbol that legally identifies a company, a single product, or a product line to differentiate it from other companies and products in the marketplace.

Brand Loyalty

Represents the degree to which consumers will consistently purchase the same brand within a product category.

Calorie

A unit of measure for energy obtained from foods and beverages.

CARU

The Children's Advertising Review Unit (CARU) is the children's arm of the advertising industry's self-regulatory program and evaluates child-directed advertising and promotional material in all media to advance accuracy, truthfulness, and consistency of advertisements.

Causal Inference

The evidence for a causal relationship between a marketing variable and an outcome precursor, diet, or diet-related health variable.

Character Merchandising

A form of consumer promotion that uses popular fictional characters to promote the sale of many types of products. The intellectual rights to the character frequently belong to another company.

Co-Branding

A technique whereby two companies partner to create one product in order to reach new customers and to extend a company's name and trademark to new areas of the consumer market.

Competitive Foods

Foods and beverages offered at schools other than meals and snacks served through the federally reimbursed National School Lunch Program, School Breakfast Program, and the after-school snack program. Competitive foods include food and beverage items sold through *a la carte* lines, snack bars, student stores, vending machines, and school fundraisers.

Consumer Promotion

A form of non-personal sales promotional efforts that are designed to have an immediate impact on sales. This form of promotion uses media and non-media marketing communications for a limited time to increase consumer demand, stimulate market demand, or increase product availability. Examples of consumer promotion include coupons, discounts and sales, contests, point-of-purchase displays, rebates, gifts, and incentive items.

Energy Balance

A state where energy intake (calories ingested as foods and beverages) is equivalent to energy expenditure, resulting in no net weight loss. In this report, energy balance in children and youth is used to indicate equality between energy intake and energy expenditure that supports normal growth without promoting excess weight gain.

Energy Intake

Calories ingested as foods and beverages.

Exclusive Contracting

An arrangement when a school district enters into an exclusive contract with a soft drink company to sell only a particular beverage product on the school premises. It is also called pouring rights.

Fast Food

Foods and meals designed for ready availability, use or consumption and sold at eating establishments for quick availability or take-out.

Healthful Diet

A healthful diet provides recommended amounts of nutrients and other food components within estimated energy requirements to promote normal growth and development, a healthy weight trajectory, and energy balance in children and adolescents. A healthful diet also reduces the long-term risk for obesity and related chronic diseases associated with aging, including type 2 diabetes and the metabolic syndrome.

Integrated Marketing

A planning process designed to assure that all promotional activities, including media advertising, direct mail, sales promotion, and public relations, produce a unified, customer-focused promotion message that is relevant to a customer and consistent over time.

Licensing Agreement

A contractual agreement that allows copyright holders to loan their intellectual property to another company in exchange for payment. In the children's media industries, companies can license the characters and images of their media products to food and beverage companies for a fee.

Marketing

An organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit an organization and its stakeholders. Marketing encompasses a wide range of activities including market research; analyzing the competition; positioning a new product; pricing products and services; and promoting them through advertising, consumer promotion, trade promotions, public relations, and sales.

Marketing Mix

Combining the four strategy elements of market decision-making to reach consumers: product, place, price, and promotion.

Marketing Research

Activities that link the consumer, customer, and public to the marketer through information that is used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process.

Metabolic Syndrome

The metabolic syndrome is diagnosed when an individual has at least three of five metabolic abnormalities: glucose intolerance, abdominal obesity, high triglyceride level, low high-density lipoprotein (HDL) level, and high blood pressure.

Market Segmentation

The division of a market into different groups of consumers that have common characteristics.

Measured Media

The categories tracked by media research companies including television (e.g., network, spot, cable, syndicated, Spanish-language network); radio (e.g., network, national spot, local); magazines (e.g., local, Sunday magazine); business publications; newspapers (e.g., local, national); outdoor; direct mail; the *Yellow Pages*; and the Internet.

Obesity

An excess amount of subcutaneous body fat in proportion to lean body mass. In this report, obesity in children and youth refers to the age- and gender-specific BMI that are equal to or greater than the 95th percentile of the CDC BMI charts. At risk for obesity refers to children and youth with a BMI between the 85th and 95th percentiles of the CDC BMI charts. In most children and youth, these values are known to indicate elevated body fat and to reflect the co-morbidities associated with excessive body fat.

Older Children

Refers to children ages 6–11 years.

Persuasive Intent

Refers to the cognitive awareness and demonstrated ability of children and youth to recognize and comprehend the inherent bias, exaggeration, and self-interest of commercial messages.

Product Placement

A marketing technique that uses a message, brand logo, or product in a visual or graphic medium in a variety of forms of media entertainment, including television programs, films, music, videos/DVDs, videogames, and advergames.

Promotion

The means by which a business or company communicates with its target audience or customers to inform, persuade, or influence customers' purchase decisions.

Proprietary

Something that is held under patent, trademark, or copyright by a private person or company.

Quick Serve Restaurant

A category of restaurants characterized by food that is supplied quickly after ordering and with minimal service. Foods and beverages purchased may be consumed at the restaurant or served as take-out.

Screen Time

The number of hours a child or adolescent spends watching various types of electronic media (e.g., broadcast and cable television, video and/or digital video disc, movie, computer) per day, week, month, or year.

Social Marketing

The application of commercial marketing principles to the analysis, planning, implementation, and evaluation of programs designed to influence voluntary behavior changes in target audiences in order to improve their personal welfare and for the benefit of society.

Target Market

A group of individuals to whom a company markets its products or ideas that are designed to satisfy their specific needs and preferences. Target markets may be segmented by demographic characteristics (e.g., age, gender, income, race, or ethnicity); psychographic characteristics (e.g., values, attitudes, beliefs, lifestyles); behavioral patterns (e.g., brand loyalty, product usage rates, price); and geographic characteristics (e.g., region, population density).

Teen

Refers to young people ages 12–18 years.

Trade Promotion

Promotional activities directed to marketing intermediaries, such as grocery stores, convenience stores, and other food retail outlets, and that use strategies such as in-store displays, shelf space and positioning, free merchandise, buy-back allowances, merchandise allowances, and sales contests to encourage wholesalers or retailers to sell more of a company's specific products or product categories.

Tween

Refers to young people ages 9–13 years. Marketers distinguish the tween market segment from children and teens, defining it as young people who have attitudes and behaviors that are "in between" the ages of 8–12 years or 9–14 years.

Unmeasured Media

The difference between a company's reported or estimated advertising costs and its measured media spending. Unmeasured media spending is not systematically tracked and includes activities such as sales promotions, coupons, direct mail, catalogs, and special events.

Younger Children

Refers to children ages 2–5 years.