

A Marketing Analysis of Food Advertisements Targeted at Children

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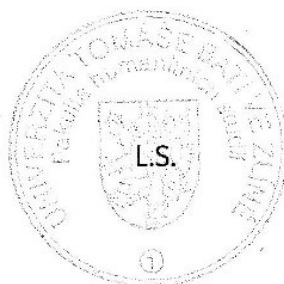
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ABSTRAKT

Tato bakalářská práce se zabývá vlivem televizí reklam pro děti, a je postavena na základě průzkumu oblíbenosti vybraného vzorku reklam a jejich prvků na potraviny a nápoje mezi dětmi. Teoretická část uvádí čtenáře do úvodu teorie reklamy a problematiky cílení reklam na děti. Praktická část využívá zjištěných poznatků z předchozího výzkumu a dat z teoretické části a přináší poznatky z nového výzkumu s dětmi. Výzkum byl vytvořen se záměrem analýzy použitých prvků v reklamách na potraviny a nápoje pro děti. Dále se praktická část této práce zaměřuje na porovnávání oblíbenosti těchto prvků v reklamách mezi dětmi různých věkových skupin. Poslední část výzkumu nahlíží do problematiky sledování televize dětmi z časového faktoru.

Klíčová slova: Reklama, média, děti jako spotřebitelé, vliv dětí, televizí reklamy

ABSTRACT

This bachelor's thesis is dealing with the influence of television commercials on children and it is based on a research about the popularity of the selected sample of food advertisements targeted at children among a group of children. The theoretical part introduces the reader to the theory of advertising and problematics of advertising to children. The analytical part utilizes the acquired knowledge from a previous research and data from the theoretical part and conducts a contemporary research with children. The main aim of the research was to analyze the elements used in commercials on food and beverages for children. Furthermore, the analytical part focuses on the comparison of those elements used in commercials among children from various age groups. The last part of the research takes a look into problematics of children watching television from the aspect of time.

Keywords: Advertising, Media, Children as Consumers, Children Influence, Television Commercials

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I hereby declare that the print version of my Bachelor's/Master's thesis and the electronic version of my thesis deposited in the IS/STAG system are identical.

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INTRODUCTION

Nowadays, companies are focusing more on marketing to children than ever before. In fact, 44 % of Czech companies offer a product to children and 28 % of those companies have a separate budget for children marketing (Aust 2012). The topic of targeting children has been discussed many times, however, advertising to children is affected by many variable factors and contemporary research is essential. To create an effective advertisement targeted at children in today's world is a matter of understanding children. On one side lies economy growth and a pursuit of a profit and on the other side is ethics and protection of children which creates a conflict of interest omnipresent in children marketing. Nevertheless, marketers found a way in between how to target children with television commercials, which is the topic this thesis deals with.

The research of this thesis will revolve around J. Matthews' idea that there are significant differences between different age groups of children. He claims it is so significant that there is, for instance, a smaller difference in thinking of a 30-year-old and 40-year-old adult than in thinking of a 6 and 8-year-old. The comparison between the age groups of children is one of the main themes of this thesis together with analyzing elements marketers use in commercial when advertising to children – both conventional and creative.

Children have inevitably become consumers and have more power in the family decision-making process than in the past, thus, the market is undergoing a change which we need to comprehend.

If we think we understand children because we were also children at one point of our lives, we are wrong.

I. THEORY

1 ADVERTISING

Many types of subjects are trying to influence our decision-making process through advertising everywhere we go during every day in a week. “An advertisement which has no influence is not really an advertisement” states Helena Labská, Mária Tajtáková and Miroslav Foret in their book *Základy marketingovej komunikácie* (2009, 32). From billboards to commercial banners on the internet, we are surrounded by advertising and we are aware of it.

An advertisement is a message, a type of marketing communication, one of the ways marketers use to reach their customers with a purpose to have an impact on their thoughts, feelings, and actions (Mitchell, Moriarty and Wells 2009, 53). “Advertising is part inspiration and part hard work, but it is also a product of clear ad logical thinking” claim Moriarty, Mitchell and Wells in their book *Advertising: Principles and Practice*. In other words, an advertisement has two major features: On one hand, creative side of advertisements catches our attention and on the other hand, they contain the power to change our decisions.

People know companies are trying to communicate with them. Some advertisements have a clear message, some not. Most victims of advertising rarely notice they have been influenced. They do not recognize the slight change in the way how they make their decisions, not even when they stand in a supermarket aisle and choose the advertised product over the other products.

Advertisements vary in effectiveness and originality. Some can leave an immersed impact on people's behavior, some can catch attention but remain without leaving any change and other are left completely unnoticed. Features that an effective advertisement has to have are: “deliver intended message, connect with customers, and create impact with creative messages that are attention getting and memorable.” (Mitchell, Moriarty and Wells 2009, 48)

1.1 Advertising and Children Protection throughout History

According to Moriarty, Mitchell, and Wells, advertising was defined with four terms throughout the history.

The first term is the identification and describes the earliest stage of advertising. Ancient pictures on the walls represented goods or type of business. From the times of Babylonia to medieval period, these advertisements identified the products. (Mitchell, Moriarty and Wells 2009, 53) Dušan Pavlů claims that the most frequently used form of

marketing communication in beginning of 2nd millennium was a spoken language. The merchants were shouting the name of the producer, product or praising qualities or price of the product. (Pavlů 2005, 9)

During Renaissance, advanced printing technology led to a new era of advertising. Advertising served as information spread through newspaper, posters or handbills. In 1655 the word advertisement first appeared and it was used in newspaper to promote various products like transportation, land or even slaves. During that time until the 1800s, commercials were the major part of newspapers. (Mitchell, Moriarty and Wells 2009, 54)

The third milestone was an Industrial revolution which had a huge impact on business and sped up the technical development. There was an abrupt increase in production and distribution but companies needed to sell this huge amount of product, they needed promotion. New types of advertising emerged and this era is known for many extravagant and exaggerated advertisements. (Mitchell, Moriarty and Wells 2009, 54)

Children did not have any special privileges and child labor under terrible conditions was perceived as common and during Industrial revolution, these conditions got even worse because children were working in heavy industry and mines. During the 19th century, ideas of protecting children started to spread. (Bakan 2013, 16, 17)

The last stage before modern advertising was in the early 20th century when people started to consider advertising as a science. The basic model of advertisement, which represents claim and support, was made. (Mitchell, Moriarty and Wells 2009, 54) Companies started to emphasize advertising. Henry Ford himself said: “A man who stops advertising to save money is like a man who stops clock to save time.”

In the 20th century, most of the modern nations started to change their legislation to protect children and child labor became illegal. Children were also prohibited from buying tobacco, alcohol, and pornography. The next step was focused on the safety of products for children and restrictions on children advertisements. The result was that in the half of 20th century society was bound to protect children. (Bakan 2013, 17)

The last milestone was when politicians started to adapt neoliberalism, basically remaking market to be as free as possible and supporting corporations. This reform started to happen around the year 1980 and it was a sudden step backward for children protection. All things considered, it was not clear if governments want to protect companies or children. (Bakan 2013, 18-19)

1.2 Changes in Consumer Behaviour and Children Influence on Family Decision-making throughout History

1.2.1 Changes in Consumer Behaviour and Target Customer of Food Industry

One of the major changes in food consumer behavior was affected during 1970's and 1980's by following changes. Firstly, the percentage of women participating in labor increased from 43% in 1970 to 57% in 1994 in U.S. This change resulted in higher demand for ready to cook food and fast-food meals. Secondly, after baby-boom age, the percentage of children part of the population decreased. Thirdly, the percentage of people aged 65 years was climbing up every year. In addition to that, elderly people are usually aware of healthy and unhealthy food choice. Fourthly, hand in hand with globalization comes rising percentage of minorities. Even though many people from minorities stay in the country for a long period of time, they usually keep their traditional cuisine and food habits. (Kinsey and Senauer 1996)

Another factor which affects buying strategy of families is whether they eat together or not. Time pressure results in parents buying food which can be quickly cooked. Nowadays, fewer families dine together as often as they were before. However, the situation is slowly changing and 75% of families eat together at home five or more times a week, which is a new trend marketers must take into consideration. (Herbst 2007)

Lang claims that overall, people are nowadays cooking more healthy food than in the past which is probably caused mainly by the knowledge of what is healthy and what is not, what the food is made of and technologies like a microwave. Notably, people today eat more cereals, fruit, and vegetables instead of meat. This prompted trends of healthy food without consumption of meat, namely vegetarianism and veganism. (Lang 1997, 54, 55, 56)

Nowadays, the profile of European traditional food consumer is typically a middle-aged to elderly, health-conscious, ethnocentric and attached to the food they already are familiar with and enjoy cooking. (Vanhonacker, et al. 2010)

1.2.2 Children Advertising and Family Influence

Children have been targeted by marketers for over 100 years. Children were partly protected but only to about 7 years of age in the past, after, their lives were similar to adult lives, including hard work. Governments started to talk about the topic of children protection from advertisements in the late nineteenth century when legislation protecting children from merchants targeting them with goods was passed. (Blades 2014, 1, 2)

The hierarchical structure in a family is slowly breaking down being replaced by a more democratic system. In contrast to recent years, children in the past had close to no influence on food choice of a family. However, nowadays children are being influenced by marketing, thus, becoming consumers. In contrast to the past, when children had close to no power in the decision-making of a family, today, children significantly influence the buying behavior of their parents and negotiate with them about food choice. There is a conflict between two sides: rationally thinking parents and emotionally driven children (Stratton, *Children's Food* 1997, 2, 3). Another issue is, that children gain their power through refusing to eat or even screaming and parents are often too tired and stressed to argue with children and accept their demands. Not to mention that until the early 1970s, advertisements targeted families through mothers and advertisements seldom targeted only children. Hallman claims that in Germany, 2012, children buying power was calculated to € 3.2 billion and that marketers mainly target children aged 6-13 years (Hallman 2014, 15). Also, over a half of parents often force their children into healthy food which is another phenomenon not common in the past. (Lang 1997, 49, 57)

Nowadays, marketers find new ways how to target children through entertainment content and virtual communication environments to the point where it is hard to recognize if it is a commercial promotion or not.

1.3 Modern Advertising

“Advertising is strategic communication that aims to create an impact, certain consumer response” claim Mitchell, Moriarty and Wells (2009, 55). Advertisers started to focus which media they use or what audience to target. It became much more strategic and objectives used to persuade or inform people were more refined and more importantly – measurable. (Mitchell, Moriarty and Wells 2009, 55)

Creativeness is a key ability in advertising. Creative ideas are the body of an effective advertisement. Together with creative execution of the idea is what draws the attention. Nevertheless, without logical thinking advertising would not be effective. Marketers have to set up goals and objectives of the advertisement. Think about how to advertise it, which media to use and when. In business, timing is an important factor and advertising is no exception. Furthermore, who are the audience and what do they need and why. Does it reach the broad audience? Does it support the brand or create a strong image? Those are some of the questions marketers need to ask themselves before starting a commercial campaign.

1.4 Current Advertising Media

As Arens, Schaefer, and Weigold claim in their book, "The medium that carries the advertiser's message is the vital connection between the company that manufactures a product or offers a service and the customer who may wish to buy it." (2012, 83). Media is commonly understood as TV, radio or newspapers but there are other various types of media like billboards, digital media or imprinted coffee mugs (Arens, Schaefer and Weigold 2012, 83). Nowadays advertisers are also looking for other ways how to reach customers than mass media. Choice of the right media of an advertisement depends on many various criteria: current situation, the function of the ad, time factor, target audience, reach and penetration, accessibility, expenses, competition or market to name a few. (Labská, Tajtáková and Foret 2009, 38, 39).

1.4.1 Television

"In 2008, over \$65 billion was spent on TV advertising, accounting for more than 45 percent of all U.S. ad spending" (Arens, Schaefer and Weigold 2012, 307). Television advertising is still the most dominant advertising media today. There has been a vast research done in this field and a viewership can be easily determined. "Television was the fastest growing media in a history but nowadays new media are catching up" (Labská, Tajtáková and Foret 2009). Advantages would mainly be a significant impact because it provides the fusion of sound, motion, display and colors, extensive audience and flexibility. That is to say, this medium is ideal for building an image of a brand or gain a high level of awareness in short period of time (Arens, Schaefer and Weigold 2012, 307, 309). Advertisers can also select the channel they want their ad on resulting in better targeting of an audience.

Nevertheless, TV advertisements can be too expensive, too short and loathing of the audience towards TV ads and too many advertisements together make them hard to remember (Labská, Tajtáková and Foret 2009, 45).

TV shows often contain product placement which occurs when advertisers put products into shows and series because some people often avoid watching TV ads. Product placement can be obvious or quite hidden to raise a concern about the product and link the product with popular characters. (Arens, Schaefer and Weigold 2012, 317)

1.4.2 Print

Print media are newspapers, magazines but also brochures, mail, directories, boards and posters. The print is less popular than it was before internet and TV but it is still widely

used. In comparison to TV or radio, print media is permanent so readers can share the medium. Furthermore, newspaper ads usually catch the attention of an audience for a longer time than a TV or radio thus the advertisement can contain more information. (Arens, Schaefer and Weigold 2012, 281)

Magazines

According to Arens, Schaefer, and Weigold, magazines are the second largest advertising media after TV in terms of advertising revenue in U.S.A. (2012, 281). Magazines have one remarkable advantage over other media. Many magazines specialize in a certain field, this fact allows advertisers to precisely target audience. In addition, these ads can have an impact in almost every age segment. Compared to a newspaper ad, magazines provide much better visual quality and lifespan and people have usually more time to look at the advertisements. Some serious magazines are connected with prestige, authority, and believability (Arens, Schaefer and Weigold 2012, 281). In addition to that, the audience often shares a print and magazines are more suitable to attachments like coupons and samples.

The drawback of magazine ads could be lesser flexibility and periodicity than for example newspaper ad. Magazine ads are also often harder to create and more expensive. (Labská, Tajtáková and Foret 2009, 48)

Newspapers

“The third largest medium in terms of advertising volume.” (Arens, Schaefer and Weigold 2012, 292). Advertising through newspapers penetrate every segment of society and this approach is exceptionally flexible because targeting the audience is accurate in region and time. It means that ad can appear even overnight and companies can target local customers easily (Arens, Schaefer and Weigold 2012, 292). Other than that, these ads are relatively easy to create and there are many innovative possibilities how to create it, and audience can physically keep the ad.

However, these ads are often usable for an only short duration and audience seldom shares the medium. They also share the same issue with TV ads, when a reader can be overwhelmed by exasperating ads thus stopping paying attention to them. Furthermore, ads in newspapers are low visual quality and it does not appeal to a segment of young people. (Labská, Tajtáková and Foret 2009, 48) Perhaps because of the issue of low quality, advertisers found a solution by attaching colorful ads to newspapers separately in form of leaflets and catalogs. These are called preprinted inserts. Another popular method is putting

a removable sticker on the main section which can be often used as a coupon. (Arens, Schaefer and Weigold 2012, 296).

1.4.3 Radio

Radio offers high reach and frequency but compared to TV advertising, the radio ad is cheaper and easier to create. Radio is also a mobile medium, with this in mind, it is used by people who travel or commute, not to mention people who spend a lot of time in a car. (Arens, Schaefer and Weigold 2012, 325)

The downside is that it only contains sound so the ad is less likely remembered and many people listening to the radio often do not pay attention to ads (Labská, Tajtáková and Foret 2009, 46).

1.4.4 Film

Film product placement has a similar concept to previously mentioned TV product placement. Advertisers put a product into films to raise a concern about that product. This approach has been used by advertisers for a long time. One of the first occurrences was product placement of Martini and Aston Martin in James Bond movies. (Arens, Schaefer and Weigold 2012, 318)

1.4.5 Digital Interactive Media

Digital media became quickly a part of our lives and advertisers used an opportunity which they provide. This type of media offers interactivity thus enabling the relationship between businesses and customers at efficient cost. (Arens, Schaefer and Weigold 2012, 335)

The Internet and everything it includes is perhaps the most common digital medium. TV or radio use a limited amount of time and space, yet Internet has a vast amount of space and time for companies to promote their brand or product. Common types of Internet advertising are banners and buttons, e-mails, videos or according to Arens, Schaefer, and Weigold most efficient place to put message: search engines. The effectiveness of most of the Internet ads can be relatively easily measured from click rates. (Arens, Schaefer and Weigold 2012, 337, 344, 349)

Social media are revolutionary digital media. "Social media go beyond promotion because companies must listen as much as they speak" claim Arens, Schaefer, and Weigold (2012, 338). To that end, companies are in close touch with customers and customers can

share their passion and opinion or support the buzz. (Arens, Schaefer and Weigold 2012, 338)

Another popular approach using digital media is mobile advertising. Nowadays, cell phones are a necessary part of life for many people. There are many ways how advertisers address customers but perhaps the most common one is banners. Those banners are similar to banners on the Web on computers and can be found in games, applications or websites for cell phones. Another kind is advertising through sponsored SMS, which has an advantage of targeting potential customers who do not have a smartphone and the message usually contain a link to a website of the company. (Arens, Schaefer and Weigold 2012, 339, 340)

Targeting customers on the Web is much more sophisticated than in other media and is viable through cookies. Cookies are basically information automatically collected about Internet users based on their activities on the Web. For instance, which sites user visits and how often, time of their last visit there or even what do they click on. This information is used by third-party ad servers like Google to precisely target customers with product ads that are connected to their actions on the Internet. (Arens, Schaefer and Weigold 2012, 343)

1.4.6 Outdoor

Media that reach customers outside their homes are outdoor media or out-of-home media. The most regular example for this would be billboards. Billboards can be bulletins, digital billboards, posters or painted walls. Another type of outdoor advertising is street furniture like bus shelters, phone kiosks or various urban furniture. Some advertisers found effectiveness in moving ads. Transit ads can be found on buses, airplanes, subways, trains, trucks, taxis and recently popular, wrapped vehicles. Reaching customers can be also done via ads in cinemas, stadiums, stores, restaurants, resorts and so forth. (Arens, Schaefer and Weigold 2012, 359)

Advantages of outdoor advertisements are, firstly, that most of these ads are long-lasting and unceasing in conclusion easy to access. Secondly, these ads often reach a broad audience and many people see them daily. Thirdly, this medium is geographically flexible because advertisers can put outdoor ads in many locations and areas and also flexible in terms of creativity. Above all, outdoor offers lowest price per exposure resulting outdoor being one of the most effective media in terms of cost to impact. In contrast to these significant advantages, outdoor ads have also many disadvantages. Probably the most apparent one is that customers pass these ads quickly so they often do not notice a content of an ad. It is also hard to measure how many people reacted to these ads, take relatively

long time to print and post and create visual pollution. (Arens, Schaefer and Weigold 2012, 361)

1.4.7 Direct Mail

Less popular medium but still commonly used is direct sales letters. Also brochures, folders, postcards or catalogs. Advantages are selectivity, intensive coverage, and extensive reach, flexibility, exclusivity, personal impact, and response. However, it is costly, according to Arens, Schaefer, and Weigold, in U.S.A it is “about 14 times as much as most magazine and newspaper advertising.” (2012, 375). Many consumers also consider this type of message as junk and throw them away or reject spam mail. (Arens, Schaefer and Weigold 2012, 375)

1.5 Current Advertising Trends

From the history of advertising, it is clear that this profession has never-ending development. Because creativity is a huge part of it, new ideas and trends are being invented every day. The current range of ways how to approach customers is much wider than ever – mainly because of the internet.

Nowadays, a boom of social media expanded communication between companies and customers. “Advertising’s original definitions assumed a form of one-way communication from an advertiser to a target audience, but that is all changing in the 21st century.” (Mitchell, Moriarty and Wells 2009, 70). Customers get to talk directly to the company via phone or the internet but also with other customers to share their opinions on the company or product itself.

This leads to another modern trend in advertising called word-of-mouth. Advertisers want people to talk about their company. Companies create campaigns to connect with customers and create buzz, which is when people talk about for example the campaign, the product, the brand, and the goal of creating buzz is to spread the word about the company as much as possible.

Creating buzz can also promote a brand. Creating and maintaining a strong brand Nowadays some companies are using Integrated marketing communication (IMC) which is “unifying all marketing communication messages and tools so they send a consistent, persuasive message promoting brand’s goals”. (Mitchell, Moriarty and Wells 2009, 71)

Basically, all the messages they send are connected and synergized to create a positive and consistent brand.

Another trend is measuring an effectiveness of ads. Advertisers want to be able to measure if their ad fulfilled their objectives and served its purpose. As Moriarty, Mitchell, and Wells conclude, an effective ad is one where the target audience responds as the advertiser intended.

Reaching the goals of advertisements can be considered as an art and the fact that it has its own awards and competitions only confirms it. Above all Effie awards are the most known competition. The name itself suggests that the most effective ad wins, the one which fulfilled its goals or even exceeded them. (Mitchell, Moriarty and Wells 2009, 72)

2 FOOD ADVERTISEMENTS ON TELEVISION AND CHILDREN

2.1 The Role of Television in the Life of Children

Ogilvy & Mather agency asked marketers and 92 % of them claimed the television medium is the most suitable medium to target pre-school children (Aust 2012).

First of all, it is important to get an image of what children watch on the television. Prof.Dr. Yaşare Aktaş Arnas made a study on this topic. It was in a form of a content analysis of advertisements and a questionnaire (checklist) which was given to 347 mothers of children aged 3 to 8 years. In terms of results, the time in television used for children's programs was about 121 minutes a day. Time for advertisement during that period of time was approximately 35 minutes. From 775 advertisements that were shown during that period, 344 were related to food. Major parts of these advertisements were about candy, chocolate, chips, milk and milk products and breakfast cereals. He concluded, "More than half of the food present in television advertisements were rich in fat and sugar". (Arnas 2006)

Even though digital media are becoming an important medium for children advertising, television is still the most dominant medium with children watching it 100 minutes a day on average (Hallman 2014, 15). "According to a recent study, the average 8- to 10-year-old spends nearly 8 hours a day with a variety of different media, and older children and teenagers spend >11 hours per day" (Strasburger, Wilson and Jordan 2014, 958). Young people tend to spend more time with media than in school and it became the leading activity for teenagers together with sleeping. Furthermore, some children have a TV in their bedroom and a major part of them have access to the internet. (Strasburger, Wilson and Jordan 2014, 958)

2.2 Features of Television Advertisements for Children

A team of experts from U.S. analyzed 37 food advertisements to observe which persuasive techniques marketers use on children. The outcome of their content analysis of food advertisements targeted at children is shown in the table below.

Table 1: *Ten Most Common Qualities with which Food Advertisers Associate their Products* (Folta, et al. 2006).

Features Product is Associated With	Number of occurrences	Number of Occurrences in %
Fun and good times	28	75.7
Pleasant taste	20	54.1
Being hip or cool	16	43.2
Feelings of happiness	16	43.2
Toys being given away with product	13	35.1
Athletic ability	13	35.1
Innovation and newness	12	32.4
Friendship and social success	11	29.7
Magical and superhuman abilities	10	27
Fooling and getting the better of adults	8	21.6

James U. McNeal, an expert in the field of children marketing says that marketers targeting children are selling products as "fun" (Bakan 2013, 62). This seems to be true because the most dominant feature was the fun factor, seemingly making an advertisement look like a game. Other major factors were a pleasant taste (54.1%) together with less often used being hip or cool and feeling of happiness (both 43.2%). (Folta, et al. 2006)

Minor features that had 10.8% were: "convenience, deceiving or tricking older kids or siblings. Furthermore, turning a bad situation into a good one, fun or interesting packaging or nutrition and healthfulness had all 5,4% of usage. Only one ad featured physical attractiveness, physical comfort, annoying a younger sibling, being able to play on the fun equipment, being able to play with the food and love. Yet, no ads were associated with academic success or pleasing a parent." (Folta, et al. 2006)

P. Stratton provides a general recipe for effective children advertisements. He claims successful advertisements should be a combination of enduring themes and executional elements. On the other hand, he points out elements which often lead to a failure. Advertisers should put everything into making ad not boring. However, there is a narrow border between making an ad fun and easy to understand and underestimating children resulting in stupid

and cheap humor. Lastly, ads should not contain outdated features like language, clothing, and technology. (Stratton 1997, 24, 34)

Enduring Themes

Universal themes appealing to emotions, which is arguably the most important factor in children advertising. These themes are proven, verified and used in most successful ads, namely: Kids in control, wanting to be older, social acceptance, precious possessions, good vs. bad. All things considered, advertisers preferably use trendy themes focused on certain age group. (Stratton 1997, 24, 34)

Executional Elements

Elements used to make enduring themes entertaining and catch the attention of children. This part of the ad is important for success because children will almost never receive the message contained in boring ads. Key elements to focus on and execute creatively are interaction, action, detail and fun. (Stratton 1997, 24, 30)

2.2.1 Targeting Different Age groups

Matthews points out how important it is to divide children according to their age. Children of different age are attracted to different features in advertisements. Based on shared opinions, Matthews divided children into 3 groups: (Matthews 1997, 22)

Explorers

Children aged 4-6 years consider advertising as entertainment and prefer features like discovering and fantasy, animations, small details which they often repeat. They also enjoy repetition and literal meaning. Boys like boisterous action and girls like cute things and pink color. (Matthews 1997, 22, 23)

Conquerors

Conquerors are children from 7 to 9 years old. This group is perhaps the most influenced children by television but start to understand that ads are used to persuade people to buy. This is assumably the peak of childhood and in contrast to explorers, conquerors have better-developed logic thinking, can follow storylines and plots and prefer realistic behavior in ads. The conventional storyline is more effective with this group together with visual humor. (Matthews 1997, 22, 23)

Groupies

The oldest group of children aged 10-12 years. Children are becoming more sensitive how others see them, are more rational and develop independent judgment. Since they watch more adult programs, they understand more complex themes, humor and plots. The awareness of advertisements as persuasive tools is developed even more and children start to see themselves more as adults, thus, denying some ads that appear to be childish. (Matthews 1997, 22, 23)

2.3 Background

Frequently occurred places chosen for the background of a television commercial targeted at children were where children spend their time on daily basis. The locations were usually where children either eat or play, e.g. kitchen, playground or kindergarten, thus, revealing how advertisers use solely places children are familiar with.

It is worth mentioning differences between advertisements for pre-school children and school-age children. For example, ads targeted at the pre-school audience were slower paced and repetitive and ads for school-age children often contained adult themes like romance. (Folta, et al. 2006)

2.4 Music

Music can be found in most of the TV advertisements, the study of British and US advertisements only confirms this claim. In 88% of children advertisements in the US and 81% in the UK, some kind of music was present. (Furnham, Abramsky and Gunter 1997) It is widely accepted music connects message in ad and audience on an emotional level, thus, making it more effective. Presumably, the most effective are catchy tunes, lyrics, and jingles. Children were asked if they sing the jingles they hear in advertisements and 77.4% of children under 10 years old had a positive answer (Dhar and Sharma 2014). This may cause some of the children to start singing while seeing not only the advertisement but also product and it is assumed that children remember the product better or even recall that song when they see the product in the supermarket. This can evolve to desire for the product in children.

2.5 Characters and Their Behaviour

In order to deliver a trustworthy message, advertisements feature children of the same age group as the audience, because they can identify themselves with the child-star in the ad. Other than that mothers, teachers and experts were found popular and exceptionally

credible among children together with cartoon characters and less popular sports stars. Celebrities were also popular characters and in advertisement serve not only as a trustworthy person which the child is familiar with but it also often makes youngest children hard to recognize ad from a program. (Saraf 2013)

Regarding gender, a study which compared U.S. advertisements and British advertisements showed that male characters appear more than female (51% US, 60% UK). Also, voiceovers were mostly done by male actors (55% US, 60% UK). The cartoon characters played a major role in children ads mostly being animals. Analysis of gender of cartoon character showed similar results to human characters (63% USA, 73% UK). In most cases, the characters were also clearly users of the showed product (60% USA, 58% UK). (Furnham, Abramsky and Gunter 1997)

Sara C. Folta, Jeanne P. Goldberg, Christina Economos, Rick Bell and Rachel Meltzer set an objective to determine if physical or athletic activity featured in ads perhaps to make the food and beverages look healthier. They found out that advertisers often use children or childlike characters who jump, run or play a sport and some kind of physical activity was in 48.6% of 37 observed ads. Another point was that after eating the advertised food the character started to be more active and energetic. (Folta, et al. 2006)

Ads targeted at pre-school children often included pre-school children, however, ads targeting older audience featured adolescents or young adults. (Folta, et al. 2006)

2.6 Children Advertising Today

“In the past, advertising to children and youth consisted primarily of 30-second TV ads; now it includes product placements, immersive websites, advergames, viral marketing, mobile ads, social media marketing, and precise behavioral and location targeting” (Rideout 2014). These media and the interconnection between them support the idea of making advertisements entertainment.

2.7 Ethical Issues of Targeting Children with Unhealthy Food

Advertisements

The thesis aims to analyze children advertisements from unbiased point of view, however ethical issues of targeting children could not be omitted since they are closely connected with the topic of this thesis and play a significant role in children advertising.

On one hand, advertisements targeting adults are not considered as unethical in most cases. On the other hand, children advertising to children is considered unethical by many

people for two main reasons. Firstly, children are not aware of the persuasive character of advertisement and secondly, that persuasion often goes against children's interests. (Hallman 2014, 15)

“Eating patterns that result in high intakes of fats and saturated fats and low intakes of fruits and vegetables are linked to some health problem such as increased risks of coronary heart disease, certain cancers, diabetes, hypertension, and obesity” says Y Aktaş Arnas in his study on the effects of television food advertisement on children's food purchasing requests (Arnas 2006).

According to a Czech study by a company STEM/MARK in 2005, obesity was related to 20% of 6-12 years old children and 11% of 13-17 years old teenagers. International health organization Childhood obesity surveillance made a study in 2008 and concluded that 15% of 7-year old boys and 12.7% of 7-year old girls had above standard weight and 8.2% of boys and 5.4% of girls were obese. From the year 2001 to 2005 the number of children with above standard weight increased by 70%. (Puklová 2011)

Joel Bakan points out that ways of enormous and quickly developing marketing industry which target children are becoming more cunning and reckless than ever. Some marketers tend to exploit the vulnerability of children to manipulate them in pursuit of higher profit. Parents have limited power in the protection of children against unhealthy food advertising. On one hand, they can forbid children to eat unhealthy food but on the other hand, they are almost powerless against omnipresent marketing. (Bakan 2013, 13, 22)

Nevertheless, the issue is not black and white, 8 % of marketers in Czech republic responded they would not advertise to children, and 80 % of Czech marketers consider marketing to children under approx. 10 years unethical. Furthermore, 44 % of them consider the current Czech legislation related to children advertising insufficient. (Aust 2012)

3 INFLUENCE OF ADVERTISEMENTS ON CHILDREN AND THEIR CONSUMER BEHAVIOUR

According to data collected from a survey made by Dhar and Sharma in India, 87.1% of children under 10 years old accepted that advertisements influence their behavior (2014). Advertisements clearly influence children on a relatively significant scale, however, there are also other factors influencing children. It is assumed that parents tend to not protect their children from advertising and do not perceive advertisements completely negatively. Considering the reason for a lack of concern, it might be reasonable because nowadays not all advertisements use aggressive advertising or promote unhealthy food. (Stratton 1997, 17)

This chapter will deal with outside influences which affect children and are of significant importance for marketers and the AIDA model of promotion adjusted to children behavior.

3.1 Interpersonal influences on consumer behavior

"Often purchases are made by a group rather than an individual" claims Arens, Schaefer, and Weigold (2012, 139).

Even though having a good knowledge of personal processes of perception, learning, persuasion, and motivation are crucial for advertisers, interpersonal influences are on the same level of importance. Three major social influences come from the family, the society and the cultural environment of the consumer. (Arens, Schaefer and Weigold 2012, 138)

3.1.1 Family Influence

Food choices in families are rather emotional than rational. Children have often a need to resist and refusing to eat is their source of power. This leads to negotiating between family members. Furthermore, children are asking parents to buy them food they have seen in advertisements, namely sugar rich food because strongest factor for food choice of children aged between 2.5 and 5 years is sweetness. (Stratton 1997, 2, 3)

Family influence is mainly affecting consumers in early age. Nevertheless, this type of influence usually persists. Children often gain preferences in early age and keep them over the years. For example, if a child learns that the pink Ibalgin pill cures a headache, it prefers that product over other pills. Or another example, if boy's father owns a Škoda car and he loves it, the child is more likely to choose Škoda over other brands when choosing a car in the future. That said, family influence is declining over the last decades because parents are not as active in raising their children as they were before when the pursuit of the

perfect carrier was not such a big trend. This factor made other outside social forces more substantial. (Arens, Schaefer and Weigold 2012, 138)

In conclusion, marketers target children with not only products made for children and try to influence their future buying decisions. It is also assumed that this technique is used also in opposite direction. This means marketers could find an effective solution how to promote children product by advertising to parents.

3.1.2 Societal Influence

People form communities for ages and these divisions involve various values, ideas, and opinions. Consumers often belong to a social class, a social group, and have someone they look up to. People follow those leaders who represent values and their opinions, views on life or lifestyle. Children are no exception since they also usually try to fit in and follow the leader. Some children occasionally change their opinion based on what the leader says. (Arens, Schaefer and Weigold 2012, 138)

In the past, the social division of people into classes was to a certain point accurate but nowadays, advertisers find this type of classification rather muddled and irrelevant. To target consumers in this age, marketers came up with unique groups they use to classify people with similar spending patterns. These divisions are called reference groups and take into account wide range of factors from personal to political or religious preferences. (Arens, Schaefer and Weigold 2012, 139)

Notably, the most dominant reference group is peers. Most people naturally crave for acceptance by their peers. Earning approval from peers is also crucial for children who usually want to be accepted within the social group. (Arens, Schaefer and Weigold 2012, 139, 140)

To sum up, the influence of peers on individuals is a significant factor. However, even more important is understanding gaps between age groups of children and knowledge of key features of those groups. “A thirty- and forty-year-old adult have more in common than a six- and eight-year-old child” claims J. Matthews (1997, 22).

3.1.3 Cultural Influence

Culture and subculture can be perceived as a social group but on a bigger scale. Culture has a certain set of beliefs, opinions, traditions, values. Moreover, this set is often handed down from generation to generation. For example, English people are frequently connected with fish and chips, Italian with pasta and Turkish with a kebab. Not only this have to advertisers put into consideration but also cultural trends, changing fads, market dynamics,

supply and demand and what is exceptionally important for advertisers targeting children – social norms and bounds of decency. (Arens, Schaefer and Weigold 2012, 140, 141)

3.2 Propagation to Children (The AIDA Model)

Companies who follow children and listen to them have an immense chance of creating a successful campaign. The argument that everyone was a child once does not help with achieving a better understanding of children. Therefore, obtaining the ability to predict children which results in more effective children advertising. (Matthews 1997, 21)

To solve this issue, marketers use the AIDA model which is an indispensable tool for planning an effective propagation of products to target customers – in this case children.

3.2.1 Attention

The consumer is engaged, advertising immediately catches the attention of children. As argued in the chapter *Executional Elements*, catching the attention of children is the key to effective children advertising. Children want entertainment, thus, funny and creative advertisements are a key to a successful campaign, especially when targeting the youngest age groups of children (4-9 years). (Rawal 2013)

3.2.2 Interest

After catching the attention of children comes the second step making consumers think about the product. Arousing interest is a part of emotions and giving good reasons why consumers should buy the product and the commercial need to relate to the consumer. Regarding children advertisements, it is usually when the action starts. For example, when the character eats the food and reacts to it with saying how tasty it is and suddenly, the protagonist often undergoes change and starts to behave with more energy and happiness, which illustrates the good effect of the product. (Rawal 2013)

3.2.3 Desire

Desire is a developed interest, the strong urge to own the advertised product even if the consumer did not need it before seeing the advertisement. Desire side of the advertisement is influenced by the creative and flawless execution of the advertisement. (Rawal 2013)

Matthews claims that children aged 7-9 years reach the peak in product requests and have a passion for possession (1997, 22). Age group of children under 10 years were asked

if they had an urge to buy the product they have seen in the television advertisement and 93.5% of survey participants confirmed that they want the product (Dhar and Sharma 2014).

3.2.4 Action

The desire for the product does not necessarily lead to purchase. The message of advertisement needs to "go deep" and the benefits of the product must be significant enough for the consumer to buy it. (Rawal 2013)

“Children ask their parents to buy the goods they see on television advertisements both while watching television and while shopping” describes Prof.Dr. Yaşare Aktaş Arnas results of his study on the influence of advertisements on children aged 3 to 8 years. In greater detail, his study revealed that the percentage of children who try to persuade their parents to buy them the goods they have seen on the television was 40.3%. Furthermore, 8.9% of these children argued with their parents or even started crying so parents buy them that wanted good. (Arnas 2006)

II. ANALYSIS

4 RESEARCH

4.1 The Methodology

The research consists of two sub-researches with the same respondents. The first sub-research is focused on reactions to specific advertisements connected with the discussion with 144 children about these ads (R1 – Reactions of Children to Food Advertisements). The second sub-research is about finding out how much time children spend in front of television screens (R2 – Television Viewing Data Regarding Children).

The method used for this research is a personal discussion between the researcher and children. The nature of research is both qualitative and quantitative and the research is further divided into two parts according to the age group of children (3-6 and 6-8).

The place where the research took place was either a primary school in Skrbeň and Horka nad Moravou or a kindergarten in Skrbeň and Olomouc in the Czech Republic. In kindergartens, parents of children respondents were asked for permission. In primary schools, directors accepted the research without permission of parents under a condition that the research will not show any name of respondents.

The research was done among 2 age groups of children. Data for every age group were collected from 4 different groups of children to minimize the effect of social influence in order to collect the most objective data as possible. Each child was provided enough space and time to express its opinion.

Data from kindergartens in Skrbeň and Olomouc as well as data from primary schools in Skrbeň and Horka nad Moravou are put together because there were no significant differences and the division of children is based on the age factor, not the geographical factor.

5 R1: REACTIONS OF CHILDREN TO FOOD ADVERTISEMENTS

5.1 Research Introduction

The main aim of this research was to determine what features of food advertisements targeted at children attract children the most. From the theoretical part, features to focus on during the research were mainly: characters, music, and background. Children were played video commercials and asked research questions. Two age groups, 3-6 kindergarten children and 6-8 1st and 2nd primary school children were selected for the discussion and the data were collected from every class separately.

Regarding the method used, children were asked 3 simple questions after the screening of each commercial followed by a discussion on the topic of the screened commercial and 1 question in the end of the whole discussion.

5.2 Advertisements Used for the Research

The research contained 6 advertisements (Appendix P I). All of these advertisements were current and could be seen on television at the time of research for as objective results as possible (February and March 2017). Children knew usually every commercial well except Sunárek commercial which was relatively new at that time. The advertised products and their manufacturers were:

1. Pribináček - Savencia Fromage & Dairy, a.s.
2. Lipánek – Madeta, a.s.
3. Kinder Pinguí – Ferrero S.p.a.
4. Monte Snack – Zott, S.r.o.
5. Pom-Bär – INTERSNACK, a.s.
6. Sunárek – HERO CZECH, s.r.o.

5.3 Research Questions

After each advertisement, children were asked a simple question whether they liked the ad or disliked it. The dislike option represented a strong disapproval of the advertisement. The following question was if children ask their parents to buy them the advertised product or even buy it themselves which was an additional question for children from primary schools. To sum up, children were asked three questions immediately after advertisement screening and one additional question (RQ4) in the end of the discussion around 10-15

minutes after the screening of commercials. The function of the fourth question was to provide an insight into which commercial children remember the best after a short period of time.

RQ1: Did you like that advertisement?

RQ2: Did you strongly dislike the advertisement?

RQ3: Would you ask your parents to buy you the advertised product or buy it yourself?

RQ4: Which commercial I showed to you comes to your mind first?

Furthermore, after every advertisement screening, there was a discussion about details in the particular advertisement. Children were asked what features they liked in the advertisement and what features did not appeal to them. To help the author narrow the features of the advertisement they liked or disliked, a discussion was started and children were often asked about particular features of advertisement like characters, music or background.

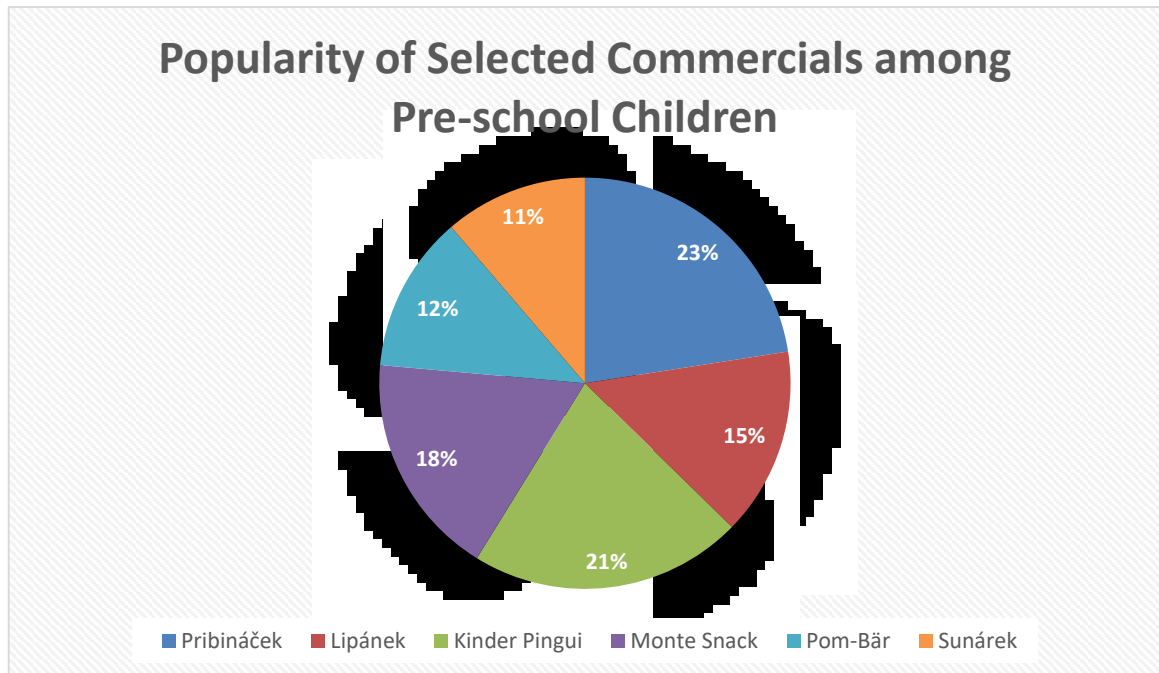
5.4 Results (RQ1, RQ2, RQ3)

5.4.1 Results of Pre-school Children (age group 3-6 years)

The Table 2 below shows the exact numbers of how respondents reacted to the questions.

Table 2: *RQ1, RQ2, RQ3 Results with 3-6 Age Group* (own creation)

Kindergartens Total (76 respondents)	Liked the advertisement	Really disliked the advertisement	Would ask parents for the product
Pribináček	64	3	51
Lipánek	42	11	22
Kinder Pingui	61	4	52
Monte Snack	50	6	52
Pom-Bär	35	13	34
Sunárek	32	15	17

Figure 1: *RQ1 Results Comparison with Pre-School Children* (own creation)

Pribináček - In Pribináček, the dominant feature was the background. The commercial is shot in nature which children rated positively, especially the creek, the fresh grass or the frog. Children also liked the activity of children playing with boats and the music, which was assumably perfectly fitted to the background and natural atmosphere of the ad. To sum up, Pribináček commercial features the pure and sunny nature coupled with happy playing children to perhaps outline the bond between happiness and the product that comes from nature.

Lipánek – Children liked the overall cartoon background inserted into the real world. The animations were what caught their attention, notably the boat, waves and animals like the dolphin. Another dominant feature was the sailor song which most of the children knew and sung lyrics to it, thus, confirming that these lyrics are catchy and children remember them which assumably makes the commercial more effective. From characters, children liked the steersman and the little girl. The commercial also features a relatively hidden joke with a shark, which was noticed by some of the children of this age group and they liked it.

Kinder Pingui – In contrast to previous 2 commercials, Kinder Pingui commercial has strong character side. In fact, the cartoon penguin character was the most favorite character or perhaps even the most popular feature of all advertisements. Children found the penguin

funny and highly entertaining, namely in the situation when the penguin is hanging on the chandelier. Children also liked the simple music, which was once again, a suitable background for the hide and seek game which is featured in the commercial. Other than that, children liked an animation showing composition of the chocolate bar, so the children have taste for the product which was smartly complemented by the boy tasting the chocolate bar and the boy's expression showing how tasty the bar is. In conclusion, this commercial was exceptionally successful for its characters and funny nature.

Monte Snack – Lesser favorite than the penguin from the previous ad but still popular was the character of a clumsy cartoon dog. Other than that, children liked the animation of a composition of the chocolate bar with nuts even more than in previous one and often reacted with the interjections like “*yummy*”. The advertised product was similar to the Kinder Pingui which is also a chocolate bar, however, the commercials also shared the same features - the cartoon animal character, the animation of the composition, the funny nature, and the funny music.

Pom-Bär – This commercial also featured a cartoon animal. This time it was a bear which was also the most popular feature of this commercial among these children. Children also found how the mom brakes hard with the car and the chips fly out funny and laughed.

Sunárek – Some children said they did not see this commercial. This was perhaps the cause of their reaction where they were first interested and started laughing after the joke plot was shown. This commercial was focusing mainly on the joke and children did not find many other features than the joke interesting.

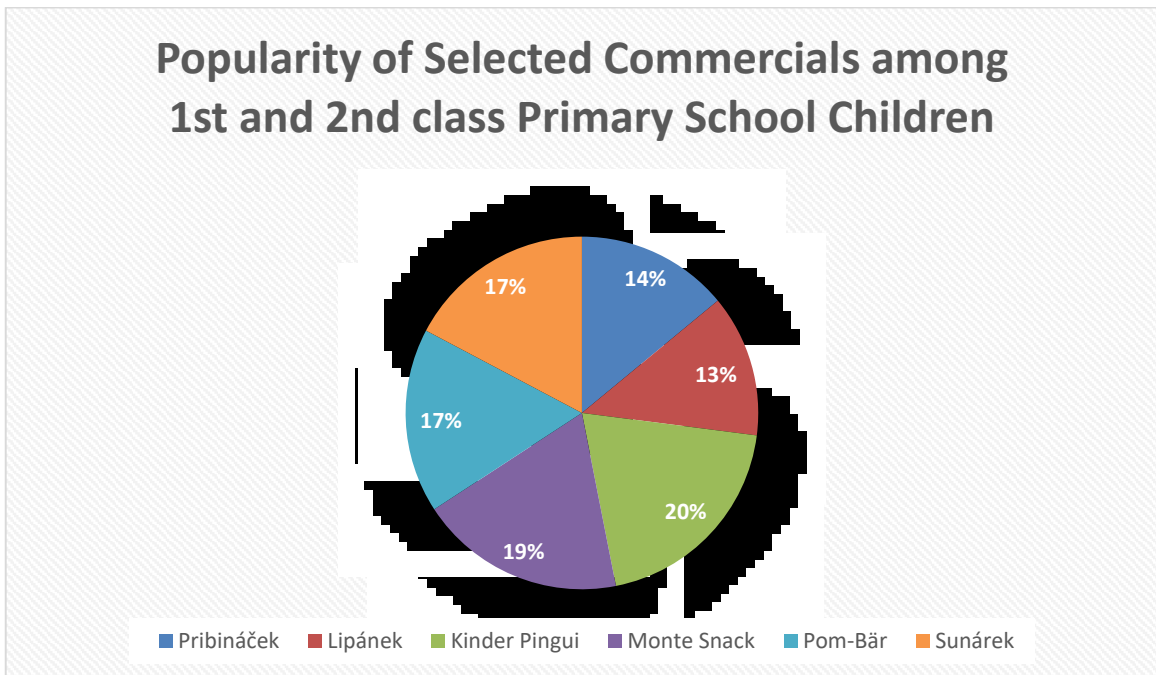
5.4.2 Results from 1st and 2nd Grade Primary School Children

In the table below are shown results from the research done in primary schools.

Table 3: RQ1, RQ2, RQ3 Results with 6-8 Age Group (own creation)

Primary Schools Total (68 respondents)	Liked the advertisement	Really disliked the advertisement	Would ask parents for the product
Pribináček	43	15	18
Lipánek	40	15	25
Kinder Pingui	61	4	57
Monte Snack	58	6	52
Pom-Bär	52	9	46
Sunárek	53	15	22

Figure 2: RQ1 Results Chart with 6-8 Age Group (own creation)



Pribináček – Pribináček commercial was favorite for the music and the nature background, namely the water and the trees. Children also liked the sandbox in the background and like other age groups noticed the flag with a cat, which proves how children can get excited over small but well-executed details. This age group also focused on characters and what they say more than children from Kindergartens.

Lipánek – In the Lipánek commercial, children liked the background and the music. Few children from this age group also sang the lyrics but this group was not as impressed by the song as the younger age group. They also liked the cartoon features like the boat or the beach. Regarding characters, this age group focused on characters more than the younger children. Furthermore, the older children were able to recognize more difficult plot easier than younger children. Some children also reported that this commercial made them feel like they are by the sea, thus, appealing to emotions of children on a significant scale.

Kinder Pingui – This commercial was apparently well made because even older age groups liked the cartoon penguin and the jokes with simple plot and hide and seek game. The animation once again proved to be effective and made children want to taste the product. The older group also focused more on the characters and liked the mom character.

Monte Snack – Similarly to Kinder Pingui commercial, children liked the clumsy cartoon character and the animation of chocolate and nuts. In contrast to younger age group, the older children were more emotional and reacted with envy that the cartoon character has a high number of chocolate bars and children have none.

Pom-Bär – In contrast to younger children, older age group pointed out they liked the characters, namely, the mom.

Sunárek – Children from primary schools were absorbed by this commercial for the first few seconds, thus, making it one of the best commercials from the aspect of attention grabbing. In addition to that, older children once again focused more on the characters than younger children.

5.4.3 RQ4: Results and Discussion

RQ4: Which commercial I showed to you comes to your mind first?

Because the research question 4 was a secondary question which was featured in the research to support the results, it is evaluated in a subsidiary chapter.

This additional question was asked at the end of the discussion with children and the 3 dominating answers were commercials with cartoon animal characters. The scenario was the same with all age groups and classes. Children remembered the best:

- The cartoon penguin (Kinder Pingui)
- The cartoon dog (Monte Snack)
- The cartoon bear (Pom-Bär)

After the initial answers, some children reported that they remember Lipánek and Pribináček commercial but the Sunárek commercial was the least remembered commercial.

5.4.4 Results Overall and Comparison among Different Age Groups of Children

Figure 3: *Comparison of RQ1 Results between Different Children Age Groups (own creation)*

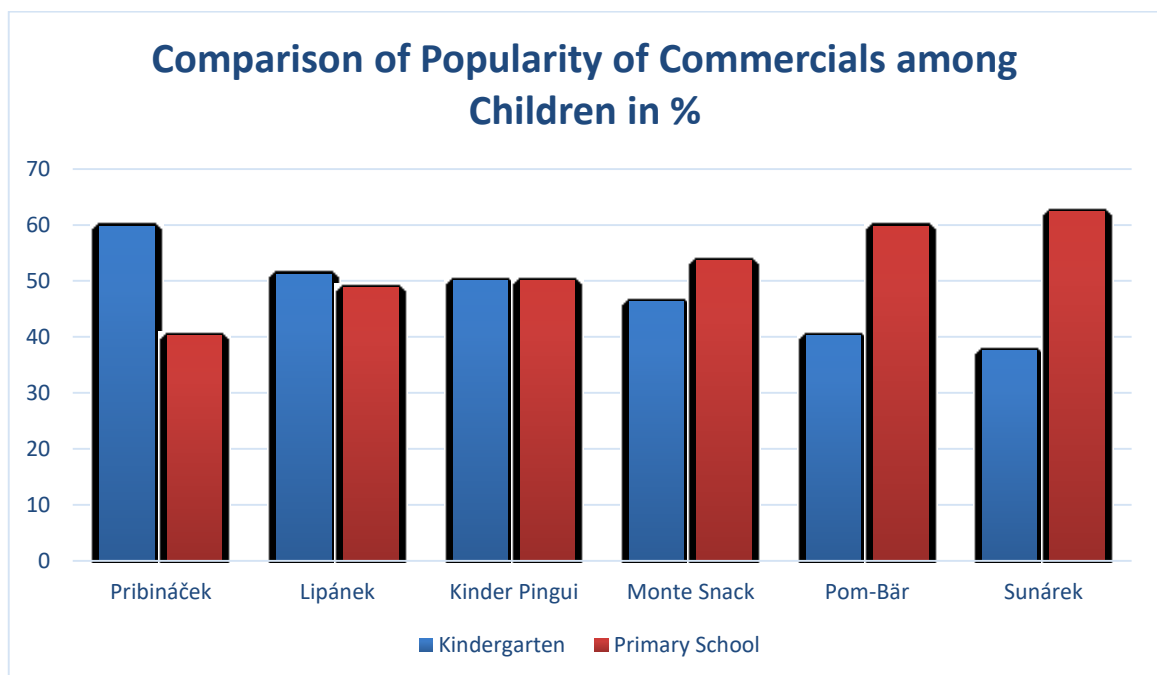


Figure 3 above shows comparison of the popularity of the selected TV commercials between children of different age. Lipánek and Kinder Pingui showed similar popularity with the both age groups of children. Regarding deflections, Pribináček was distinctly more popular among kindergarten school (59,8%). However, Monte Snack (53,7%), Pom-Bär (59,8%) and Sunárek (62,4%) commercials were more popular with children from primary

schools. Furthermore, this chapter sums up the reactions of children to the selected commercials.

The pribináček commercial featured children of the same age as probably the targeted children consumers who are from the younger age group (3-6 years), thus, making it the most popular advertisement among these children and relatively unattractive for children from primary schools. This commercial is exceptional from the other researched commercials because it clearly suggests the product is healthy, natural and domestic, thus, appealing to parents as well as children which is another argument supporting the idea that this commercial is precisely and effectively targeted mainly at the younger age group of children. Regarding executional themes, the attention to detail in this commercial was remarkable.

A commercial featuring the product Lipánek had one significant feature which was a sailor music with catchy lyrics. The music caught the attention of younger children as well as animations and characters. The usual features of a cartoon animal, a playground and the real world and animations blend were creatively executed and this commercial was on average with popularity but reached to both age groups.

Regarding chocolate bar commercials on Kinder Pingui and Monte Snack, these commercials are relatively similar in the terms of enduring themes. For instance, an animal cartoon character or an animation of a composition of food. However, the executional themes were different. On one hand, Kinder Pingui bets on funny hide and seek game while on the other hand, Monte Snack features entertainment in the clumsiness of the main character. Both of these commercials received high popularity among children and most children would ask their parents for these products in a supermarket or at home.

The Pom-Bär commercial did not attract as many children as chocolate bar commercials. Proven enduring themes of a mom with children and cartoon characters together with simple plot and animation were probably not enough to absorb children, namely the younger age group. Furthermore, children reported that their parents do not allow them to eat product like chips and even some children reported that this product is unhealthy. That is to say, children of this age are relatively aware of what food is healthy and unhealthy.

The last commercial featuring Sunárek product showed contradictory results. While this product is clearly more suited for the younger age group of children, the commercial itself is rather of a nature for the older age group of children. This argument is proven by the data collected from the research which clearly indicates more popularity of this commercial among children from primary schools. Furthermore, kindergarten children often reported

they consume Sunárek-like products, however, they did not find the commercial as entertaining as other commercials. All things considered, Sunárek commercial was arguably the least effective because children did not find it interesting and entertaining compared to other commercials. Also, the commercial did not appeal to the target customer and the children did not remember the commercial.

5.4.5 R1: Summary and Suggestions

This chapter will sum up the results on problematics of different age groups of children targeting and effectivity of features used in commercials. Furthermore, in order to examine differences between perception of commercial between different age groups, we need to compare it with the secondary data from theoretical part from this thesis.

First of all, the additional question (RQ4) and the overall results show that clearly the most effective feature used to target children are cartoon animals. The cartoon animals are, in fact, “representatives” of the product or the brand and are closely connected with it and can be often found on the packaging. This prevents the issue of children being unable to connect the character from the commercial with the product and makes this feature highly effective.

Regarding differences between age groups of children, the suggestion is to target younger children age group with use of cartoon animal characters. The research showed that older age group of children focuses more on real characters than younger age group, namely mom character. The children characters featured in the commercial should be ideally the same age as the target group.

Regarding music, both age groups reacted positively to children songs, however, younger children liked more songs they can sing along.

As for the background, the enduring themes of familiar places are suggested to be used. For instance, a kitchen, a playground, a school or a kindergarten. Creative backgrounds can be effective and can appeal to children but overall, the background was not a significant feature. Next thing the research showed was that children notice even small details which adults often skip or do not notice at all. In general, children like to discover so the suggestion would be to put emphasis on creative and well-executed details.

To compare this research with the secondary data, the results from the research made by Folta, et al. (Chapter 2.2) and this research were comparable. Two dominate features associated with advertisements targeted at children – fun and good times (75.7% of

occurrences) and pleasant taste (54.1%) – were present in the selected Czech advertisements as well. Every advertisement for children contained fun and entertainment and most of them indicated the good taste of the product. This researched also more or less confirmed Matthew's theory about the division of children to age groups (Chapter 2.2.2). Children from kindergartens (*Explorers*) and children from primary schools (*Conquerors*) reported features that appeal to them which are close to Matthew's description of popular features among these age groups.

6 R2 TELEVISION VIEWING DATA REGARDING CHILDREN

6.1 Research Introduction

This sub-research is a source of basic data regarding how often, when and how long children watch television. R2 questions were included to the discussion with children to put results from R1 into perspective. While the first sub-research focuses on the commercials, this research focuses on the media itself. What is the scale of reach of television medium to children is the question which this sub-research deals with.

This research continued with the discussion with children, thus, the methodology for this research was similar to R1 and children are divided into 2 age groups – kindergarten children aged 3-6 years (76 respondents) and primary school children aged 6-8 years (68 respondents).

6.2 Research Questions

RQ1: How many of you do not watch a TV? (How many of you have forbidden watching TV from parents?)

RQ2: How often do you watch TV?

RQ2.1: Few times a week?

RQ2.2: Under 2 hours daily?

RQ2.3: Over 2 hours daily?

RQ3: When do you watch the TV?

RQ3.1: In the morning?

RQ3.2: In the afternoon?

RQ3.3: In the evening?

Regarding the first question, the aim was to find out if any children cannot be reached through TV medium. The second and third question were followed by 3 sub-questions to clearly sort and objectify the data. Children were voting for the option which they related to.

6.3 Results

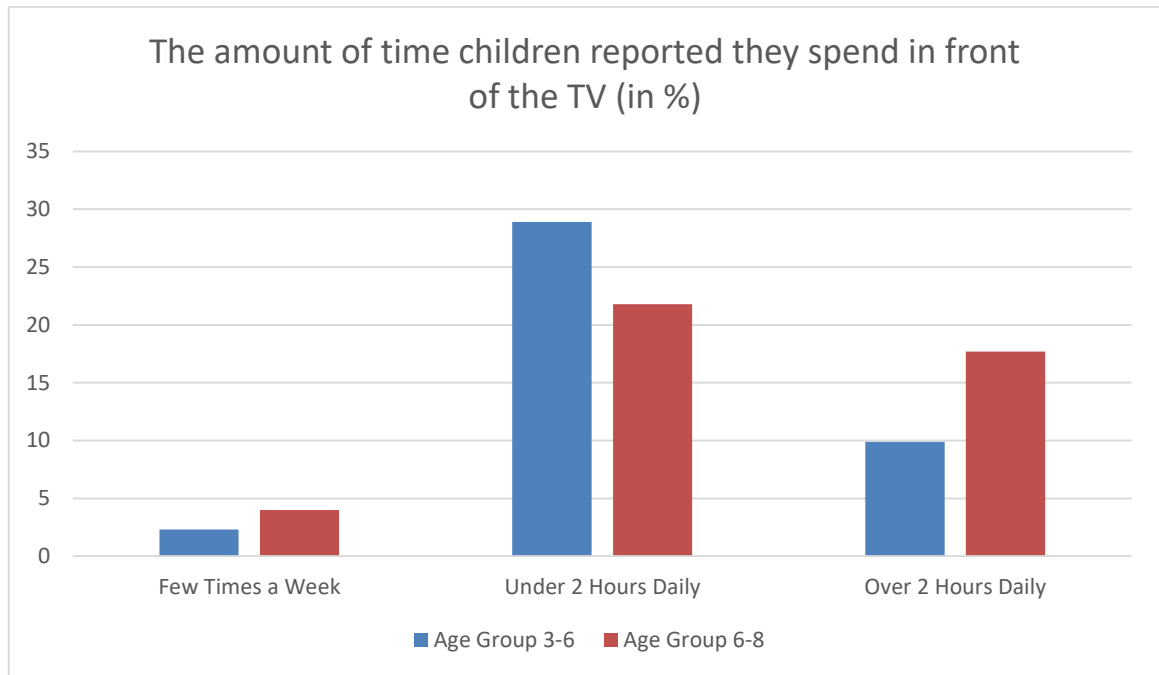
6.3.1 RQ1: How many of you never watch a TV?

Regarding kindergarten, 6 children (4.6%) and only 1 child from primary school (0,7%) reported they do not watch television. However, the reasons behind that were that

they have watching TV temporarily forbidden by their parents or that they spend their time with other media, namely iPods or computers.

6.3.2 RQ2: How often do you watch TV?

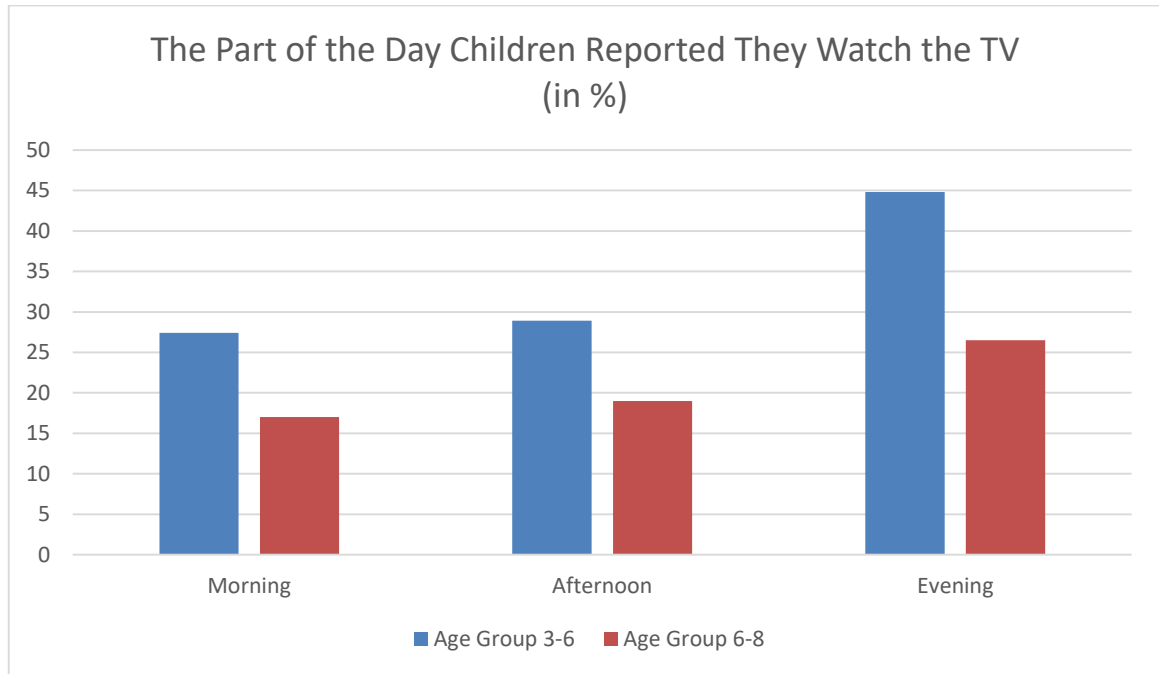
Figure 4: R2: RQ2 Results and Comparison in % (own creation)



As the chart above indicates, most children reported they watch television under 2 hours on daily basis. The results also suggest that only a few children do not watch the TV every day. As for the comparison, younger age group spend less time watching TV than the older group.

6.3.3 RQ3: When do you watch the TV?

Figure 5: R2: RQ3 Results and Comparison in % (own creation)



First of all, the data from the chart above show that overall younger children watch the TV more than the older group, however, this is arguably caused by the fact that older children spend more of their time with other media like computers. About one-quarter of the children from kindergarten reported they watch their favorite cartoon in the morning before they go to the kindergarten. More children reported they watch the TV when they arrive home from school or kindergarten. The most children watch the TV in the evening before they go to sleep. Based on the responses from the children, the high percentage of the children watching the TV in the evening is a result of the "*Večerníček*" screening which is a daily show for children around 10 minutes long with a long tradition in the Czech republic and Slovakia.

6.4 Evaluation

In general, any research with children is difficult, because even with help of teachers they start to lose attention over the time and this sub-research was made in the end of the discussion with children. Nevertheless, the data showed basic knowledge when children watch the TV and how long.

Almost all of the children participating in the research reported they watch the TV every day. The question of how long do they watch the TV is a suggestion for further research not in form of discussion but in form of observation for the accurate data.

On one hand, most of the children watched the TV in the evening, on the other hand, this is arguably not the optimal to target children because children are tired and usually watch only “*Večerníček*” show and then go to sleep, without watching close to none advertisements. The best time to target children is in the morning between shows for children or in the afternoon on channels for children.

The sub-research also showed that there are new opportunities how to target children because children use electronic devices from an early age.

CONCLUSION

The main aim of this Bachelor's thesis was to identify and analyze elements marketers use in television commercials targeted at children. The topic of advertising to children still offers many closed doors and possibilities for a meaningful research.

Regarding the results of the research, a conventional formula for creating an effective commercial targeted at children was proven to exist. The research showed that some well-executed elements frequently used in those commercials are guaranteed to catch the attention of children, namely cartoon animal characters, familiar background and fun music. Furthermore, the commercials need to contain a creative element, interesting details and need to be precisely targeted at the right age group of children. To sum up the children advertising, the basis on which to create an effective advertisement for children is fun.

To conclude, as Stratton claims, briefs with children proved to be relatively easy to make but invaluable and often essential technique to test if the ad catches the attention of children. This technique is a tool which helps marketers with their ultimate goal – understanding children, thus, understanding market. The discussion with children which was a part of this Bachelor's thesis revealed that children perceive commercials in a surprisingly different way and that the television is still the most dominant and effective medium among children.

Many parents but also marketers find targeting children with television advertising as unethical. Considering the changes in the protection of children over the past decades and the ever changing nature of advertising the future of highly influential children advertising is uncertain. To have a clear image how influential food commercials targeted at children are an elaborate research dealing with the comparison between adult and children advertising is suggested.

This research offers practical application in the field of food advertising to children and shows the basic idea behind targeting children with television commercials.

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LIST OF ABBREVIATIONS

AIDA Action, Interest, Desire, Action

E.g. For example

TV Television

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APPENDICES

P I: The Selection of Advertisements Used for the Research (CD)

P II: An Illustration of the Writing Pad used to Collect the Data

APPENDIX P I: THE SELECTION OF ADVERTISEMENTS USED FOR THE RESEARCH

TV advertisements used for the research which were legally downloaded and attached to this bachelor's thesis and can be found on the enclosed CD. All of the advertisements are in Czech language and could be seen in the Czech programs during the time of the research (spring 2017).

APPENDIX P II: An Illustration of the Writing Pad used to Collect the Data

In order to explain how the data were recorded, one of the scanned writing pads used for the research can be found on the following page.

(Note: Not all writing pads are perfectly similar, however, differences in the format are insignificant for the research)

ZŠ - HORKA - třída: 2.

POČET RESPONDENTŮ: 20

VĚK: 7-8

1. REKLAMA - PRIBÍÁČEK

Líbila se	Nelíbila se	Řekli byste si o to rodičům?
13	6	2

Co se líbilo: voda, příroda

Co se nelíbilo: bylo to nudné, příliš rychle, (divné - neobvyklé)

2. REKLAMA - LIPÁNEK

Líbila se	Nelíbila se	Řekli byste si o to rodičům?
12	7	2

Co se líbilo: hračka se zvonky, vlny, písnička, barvy, animace, psát jak u moře

Co se nelíbilo: "fuj želatina"

3. REKLAMA - KIDER PINGUIN

Líbila se	Nelíbila se	Řekli byste si o to rodičům?
18	1	17

Co se líbilo: animace - mluva, tanečky, hry s tanečkem (na lustru), čokoláda s otáčky, Srak domí hluk

Co se nelíbilo:

4. REKLAMA - MONTE SNACK

Líbila se	Nelíbila se	Řekli byste si o to rodičům?
16	2	14

Co se líbilo: vtip - jak pesek šlápl na lupu, psíček, jak si vzal hromadu taneček

Co se nelíbilo:

5. REKLAMA – POM-BAR

Líbila se	Nelíbila se	Řekli byste si o to rodičům?
14	3	13

Co se líbilo: měděná, jak vyletěli kudyphj-utřip, mamínka

Co se nelíbilo:

6. REKLAMA – SUNÁREK

Líbila se	Nelíbila se	Řekli byste si o to rodičům?
13	5	5

Co se líbilo: tví rick-utřip a pochňave' vlas, hlubla, holdička

Co se nelíbilo:

DRUHÁ ČÁST:

- Kolik z vás se nedívá na televizi?

nikdo

- Jak často se díváte na televizi?

Pouze párkrát týdně	Denně do 2 hodin	Denně dlouho 2+ hodin
1	15	4

- Kdy?

ráno	odpoledne	večer
12	14	16

- Vzpomínáte si na nějakou mnamku co jsem vám pouštěl na počítači?

Zvířátko - medvídek, pes, tučňák