

Grid 1: Current nature and extent of food marketing to children on advertiser-owned websites (8-26 February 2010)

Advertiser-owned website	'Marketing to children' code/ guidelines available on website	Age restriction to access website	Parental note/ Advice/ Disclaimer	Brand-equity character featured	Licensed characters featured	Product brand/ product featured	Games	Celebrity endorsement	Social networking links/ accounts (Facebook/ Twitter)	Downloads such as PC screensavers, wallpapers, icons, etc.	Incentive to invite friends/ e-cards; user-generated marketing on YouTube (viral marketing)	Registration process for offers, promotions and updates (what age?)	'Rebalancing features' ¹	Educational content about food and health
http://www.burgerking.co.uk	No	No	No	No	Yes, 'Hood-winkedtoo' film	Yes	No	No	No	No	No	Yes, <16	No	No
http://www.cadbury.co.uk	Yes (<8)	No	No	No	No	Yes	Yes	No	Yes, Facebook	No	Yes	Yes, < 16	No	Yes
http://www.coca-cola.co.uk http://www.coca-cola.com	Yes (<12)	No	No	No	No	Yes	No	No	No	No	No	No	Yes	Yes
http://www.letsgettogether.co.uk	Yes	No	No	No	No	Yes	No	No	No	No	Yes, share photos for competition	No		Yes
http://www.cokezone.co.uk	Yes	No	No	Yes, Happiness Factory workers	No	Yes	Yes	No	No links from website	Yes, wallpapers, ringtones, icon	Yes, invite a friend to get more CokeZone points	Yes, for Coke reward points, <12	No	No
http://www.danone.co.uk/	No	No	No	No	No	Yes	No	No	No	No	No	No	No	Yes
http://www.ferrero.co.uk/	No	No	No	No	No	Yes	No	No	No	No	No	No	No	No
http://www.magic-kinder.com	No	No	Yes (ask for permission if <16)	Yes, Kinder Surprise egg character	Yes, Ice Age 3	No	Yes	No	No	Yes, games and music	No	No	No	No
http://www.generalmills.co.uk	No	No	No	No	No	Yes	No	No	No	No	No	No	Yes	Yes
http://www.haribo.com	No	No	No	Yes, Hariboy and Goldbear	No	Yes	No	No	No	No	No	Yes, Haribo Club, for everyone from 3 to 103!	No	No
http://www.maoam.com	No	No	No	No	No	Yes	No	No	No	No	No	Yes, competition, parent/ guardian needed	No	No
http://www.haribo.com/chamallows	No	No	No	No	No	Yes	No	No	No	No	No	No	No	No
http://www.kelloggs.co.uk	Yes (<6)	No	Yes	No	No	Yes	No	No	Yes, Twitter	No	No	Yes, <16	Yes	Yes

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Kellogg's Zookeeper website	N/A	No	Yes	No	No	No, only Kellogg's name	Yes	No	No	No	No	No	No	No
Kellogg's Crunchy Nut Bites website	Yes	No	Yes	No	No	Yes	No	No	No	No	Yes, share 'nutty' photos	No	No	No
http://www.kfc.co.uk/	No	No	No	Yes, the face of the colonel	No	Yes	No	No	Yes, Facebook	No	No	No	No	No
http://www.pizzahut.co.uk	No	No	No	No	No	Yes	No	No	No	Yes	Yes	No	No	No
http://www.kraftfoods.co.uk	Yes (<6)	No	No	No	No	Yes	No	No	No	No	No	No	No	Yes
http://www.oreo.eu	No	No	No	No	No	Yes	No	No	No	No	Yes, Oreo YouTube channel	No	No	No
http://www.krafthealthyliving.co.uk	No	No	No	No	No	No	No	No	No	No	No	Yes	Yes	Yes
http://www.health4schools.org	No	No	No	No	No	Yes	No	No	No	No	No	Yes, schools need to register	Yes	Yes
http://www.milka.co.uk	No	No	No	Yes, purple Milka cow	No	Yes	Yes	No	No	No	Yes, email quiz to a friend	Yes, no age restrictions	No	No
http://www.ritzcrackers.co.uk	No	No	No	No	No	Yes	No	No	No	No	No	Yes, competition	No	No
http://www.naturalconfectionery.co.uk	No	No	No	Yes	No	Yes	No	No	Yes, Facebook	No	Yes, YouTube and 'Mini movie maker' competition	Yes, updates	No	No
http://www.nabiscoworld.com (Link from Oreo UK website to Oreo YouTube website which features a competition held in the US. However, link to US Nabiscoworld website follows from here.)	Yes, Kraft global	No	Yes	Yes, Oreo cookie character	No	Yes	Yes	Yes, Donald Trump (Oreo)	Yes, Facebook and Twitter	Yes, \$1 vouchers for Oreos	Yes, YouTube 'Oreo moments' competition, Oreo and Milk Jingle competition and Lunch note promise	Yes	No	Yes
http://www.dairylea.co.uk (Website is now closed and visitors are automatically forwarded to krafthealthyliving website.)	Yes	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	Dairylea product ads are available to watch on YouTube.	N/A	N/A	N/A

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http://www.mars.co.uk	Yes, <12	No	Yes	No	No	Yes	No	No	Yes, Facebook	No	No	No	Yes	Yes
http://marsbar.com/ and http://www.marsballsgetbritainplaying.com/	Yes	Yes, <16	No	No	No	Yes	No	Yes, former England football players	No	No	No	No	No	Yes
http://www.marsdelight.co.uk/	Yes	Yes, <12	Yes	No	No	Yes	No	No	No	No	Yes, reviews and comments by consumers	No	No	No
http://www.celebrations.co.uk	Yes	Yes, <12	No	No	No	Yes	No	No	No	No	No	No	No	No
http://www.uk.mms.com	Yes	Yes, <12	No	Yes, M&M characters	No	Yes	Yes	No	Yes, Facebook	Yes, wallpapers, ringtones, posters	Yes, posters to send to friends; create M&Ms avatars	No	No	
http://www.maltesers.co.uk	Yes	Yes, <12	No	No	No	Yes	No	Yes, Loose Women	No	No	No	No	No	No
http://marsplanets.co.uk	Yes	Yes, <12	No	No	No	Yes	No	No	No	No	No	No	No	No (link to 'Be treatwise' website)
http://www.revels.co.uk/	Yes	Yes, <12	No	No	No	Yes	Yes	No	Yes, Facebook	No	Yes, Revels eviction in August 2008	No	No	No
http://www.getsomenuts.tv/	Yes	Yes, <12	Yes	No	No	Yes	Yes	Yes, Mr T	Yes, Facebook, Twitter, MySpace	Yes, ringtone, wallpapers, icons, Mr T voicemail	Yes, 'shop your mates' and forward to friends	No	No	No
http://www.tracker-bar.co.uk/	Yes	Yes, <12	No	No	No	Yes	No	No	No	No	No	No	No	No
http://www.twix.co.uk/	Yes	Yes, <12	No	No	No	Yes	No	No	No	No	No	Yes, competition for <18 in 2009	No	No
http://www.milkywayredcarbluecar.co.uk	Yes	Yes, <12	No	No	No	Yes	No	No	No	No	No	No	No	No

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http://www.mcdonalds.co.uk/	No	No	No	No	Yes, Scooby-Doo and the Penguins of Madagascar	Yes	No	No	No	No	Yes, shoot a photo in front of Piccadilly Circus and share it with friends	Yes, for newsletter (McDonald's Advantage Club), <18	Yes, football coaching and charity work	No
http://www.nestle.co.uk	(EU pledge)	No	No	Yes, Quicky	No	Yes	No	No	No	No	No	No	Yes, making healthier choices section	Yes
http://www.smarties.co.uk	Yes	No	No	No	No	Yes	Yes, quiz	No	No	No	No	Yes, <18	No	No
http://www.nesquik.info	Yes	No	No	Yes, Quicky	No	No	Yes	No	No	No	Yes, collect stickers for sticker album	No	No	No
http://www.milkybar.co.uk/home/	Yes	No	No	Yes, Milkybar Kid	No	Yes	Yes, Milkybar sound machine (audio quiz)	No	No	Yes, colouring-in booklet featuring brand-equity character Milkybar Kid	No	No	No	No
http://www.rowntrees.co.uk	Yes	No	No	No	No	Yes	No	No	No	No	No	Yes, <18 to enter competitions and for updates	No	No
http://www.rowntrees-randoms.co.uk/	N/A	No	No	No	No	Yes	Yes	No	Yes, Facebook, MySpace	Yes, create and download wallpaper	Yes, create 'random' movie	Yes, to win random adventure, <18	No	No
http://www.aerobubbles.co.uk	Yes	No	No	No	No	Yes	No	No	Yes, Facebook, Flickr	No	YouTube channel	Yes, <18	No	No
http://www.kitkat-perfectbreak.co.uk	Yes	No	No	No	No	Yes	Yes	No	Yes, Facebook	Yes, icons, screensavers, wallpaper	Yes, 'submit' content	Yes, competition (code from Kit Kat wrapper needed)	No	No
http://www.kitkat.co.uk	Yes	No	No	No	No	Yes	Yes	No	Yes, Facebook, Twitter, Bebo, MySpace	Yes, icons, screensavers, wallpaper	No	Yes, 'Perfect break' competition	No	No

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http://www.nestle-gofree.co.uk/	Yes	No	No	No	No	Yes	No	Yes, Daley Thompson	No	No	No	No	Yes (website itself)	Yes, Daley's tips
http://www.pepsico.co.uk/	Yes, <12 (global code)	No	No	No	No	Yes	No	No	No	No	No	No	No	Yes
http://www.pepsi.co.uk	Yes	No	No	No	No	Yes	Yes	Yes, Holly Valance (the Max Club)	Yes, Facebook, Twitter	No	Yes, submit 'Fame and shame' moments in the MaxClub	Yes, 'Big night in' competition	No, PepsiMax football	No
http://www.pepsiraw.co.uk/	Yes	No	No	No	No	Yes	No	No	Yes, Facebook, Twitter	No	No	Yes, updates	No	No
http://www.7up.co.uk/ (Links with separate website fidodido.com featuring YouTube movies, downloads and links to Fido Dido on MySpace.)	Yes	No	No	Yes, Fido Dido	No	Yes	No	No	Yes, MySpace	Yes, PC and mobile downloads	Yes, YouTube movies	Yes, 'Big night in' competition/ prize draw in partnership with PizzaHut	No	No
http://www.gatorade.co.uk/	Yes	No	No	No	No	Yes	No	Yes, Usain Bolt	No	No	No	No	No	No (only information about hydration during sports)
http://www.walkers-crisps.co.uk/	Yes	No	No	No	No	Yes	Yes	Yes, Gary Lineker	No	No	Yes, 'Send to a friend'	Yes	No	No
http://kingofads.doritos.co.uk/	Yes	No	No	No	No	Yes	No	Yes, Miquita Oliver (T4 presenter)	Yes, Facebook, Twitter	Yes, YouTube channel and Vimeo site	Yes, share this video/ episode via Facebook, Twitter	Yes, competition, <18	No	No
http://home.doritos.co.uk/ (Includes links to old campaign pages from 2009 such as 'Guitar Hero' and Dodgeball challenge.)	Yes	No	No	No	No	Yes	No	No	Yes, Facebook, Twitter	No	No	No	No	No
http://www.unilever.co.uk/	Yes, <6	No	No	No	No	Yes	No	No	No	No	No	No	No	Yes
http://www.benjerry.co.uk/	Yes	No	No	Yes, B&J's cow	No	Yes	Yes	No	Yes, Facebook, Twitter	No	No	No	No	No

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http://www.peperami.co.uk/	Yes	No	No	Yes, peperami animals	No	Yes	No	No	No	Yes, wallpapers and screensavers	No	No	No	No
http://www.walls.co.uk/	Yes	No	No	No	No	Yes	Yes, ice cream quiz	No	No	No	No	No	No	Yes
http://www.weetabix.co.uk/	No	No	No	No	No	Yes	No	No	No	No	No	No	No	Yes
https://www.weetabixonemillion.com/	No	No	No	No	No	Yes	No	No	No	No	No	Yes, competition to win £1 million, <18	No	No

ⁱ 'Rebalancing features' were identified as any features on the website such as messages about healthy lifestyles, images of fruits and vegetables or references to physical activity which may have the intention of creating or reinforcing a 'healthy context' to the website.