



# Fast Food Targeted Marketing

2012-2013

Fast food marketers target children, teens, black youth, and Hispanic youth with advertising. Targeted marketing content is designed to appeal specifically to them, or fast food companies place ads in media that they are more likely to see.

Click on the links below to find out how fast food restaurants continue to target these groups.

**{Children}**

**{Teens}**

**{Black Youth}**

**{Hispanic Youth}**





# Fast Food Marketing



YALE RUDD CENTER  
FOR FOOD POLICY & OBESITY

## Targeting Children



## What has improved?

Fast food TV ads viewed by older children (6-11 years) declined by 10% in 2012.

Both of the top advertisers to children (Burger King and McDonald's) reduced their advertising to children in 2012.

## What hasn't?

Preschoolers saw the same number of ads overall in 2012 as they did in 2009.

Ads for healthier kids' meals represented just one-quarter of fast food TV ads seen by preschoolers and children.

SubwayKids.com had an 850% increase in child visitors since 2009 and ranked fifth in overall child exposure in 2012.

McDonald's, Subway, and Burger King continued to target children with advergame (branded games) websites promoting kids' meals.

McDonald's and Wendy's offered new mobile applications with child-targeted advergames: McDonald's "McPlay" and Wendy's "Pet Play Games."

McDonald's placed 63% more ads per month in 2012 versus 2009 on third-party websites (sites other than the company site).

Wendy's, Subway and Sonic advertised products other than kids' meals on children's networks, including the Baconator burger, Chili Cheese Coney hot dog, and Meatball Marinara Footlong.

McDonald's advertised more to children than to older age groups. Children (6-11 years) saw 16% more TV ads than teens and 8% more than adults.



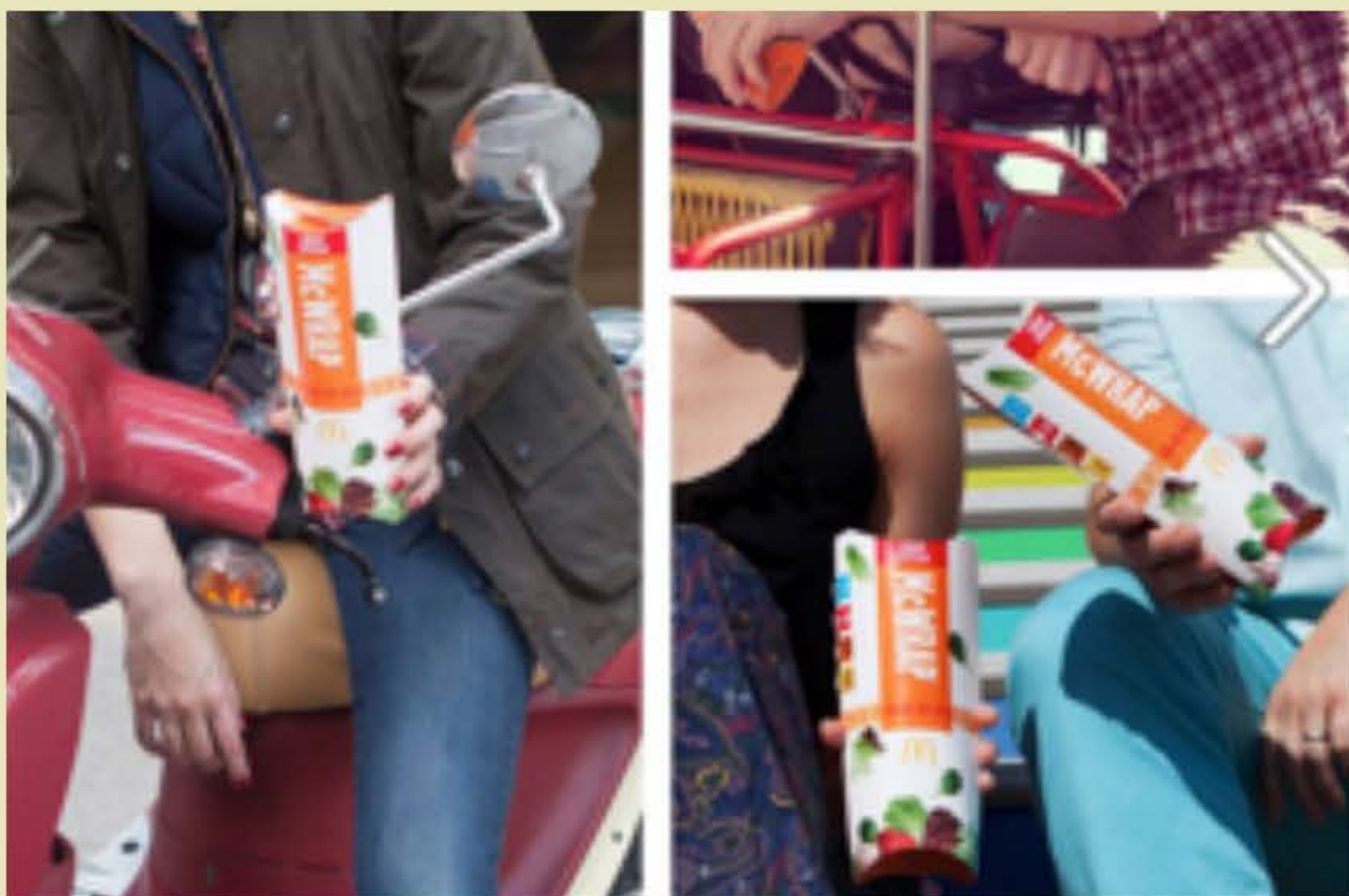


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## Targeting Teens



### What has improved?

Total calories in fast food ads viewed by teens went down by 11% or more from 2009 to 2012.

Calories in Taco Bell and Subway ads viewed by teens went down 6% and 11%.

The number of display ads placed by fast food restaurants on youth websites declined by more than half from 2009 to 2012.

#### NICK STARS VIDEO QUIZ



PLAY THE QUIZ!

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### What hasn't?

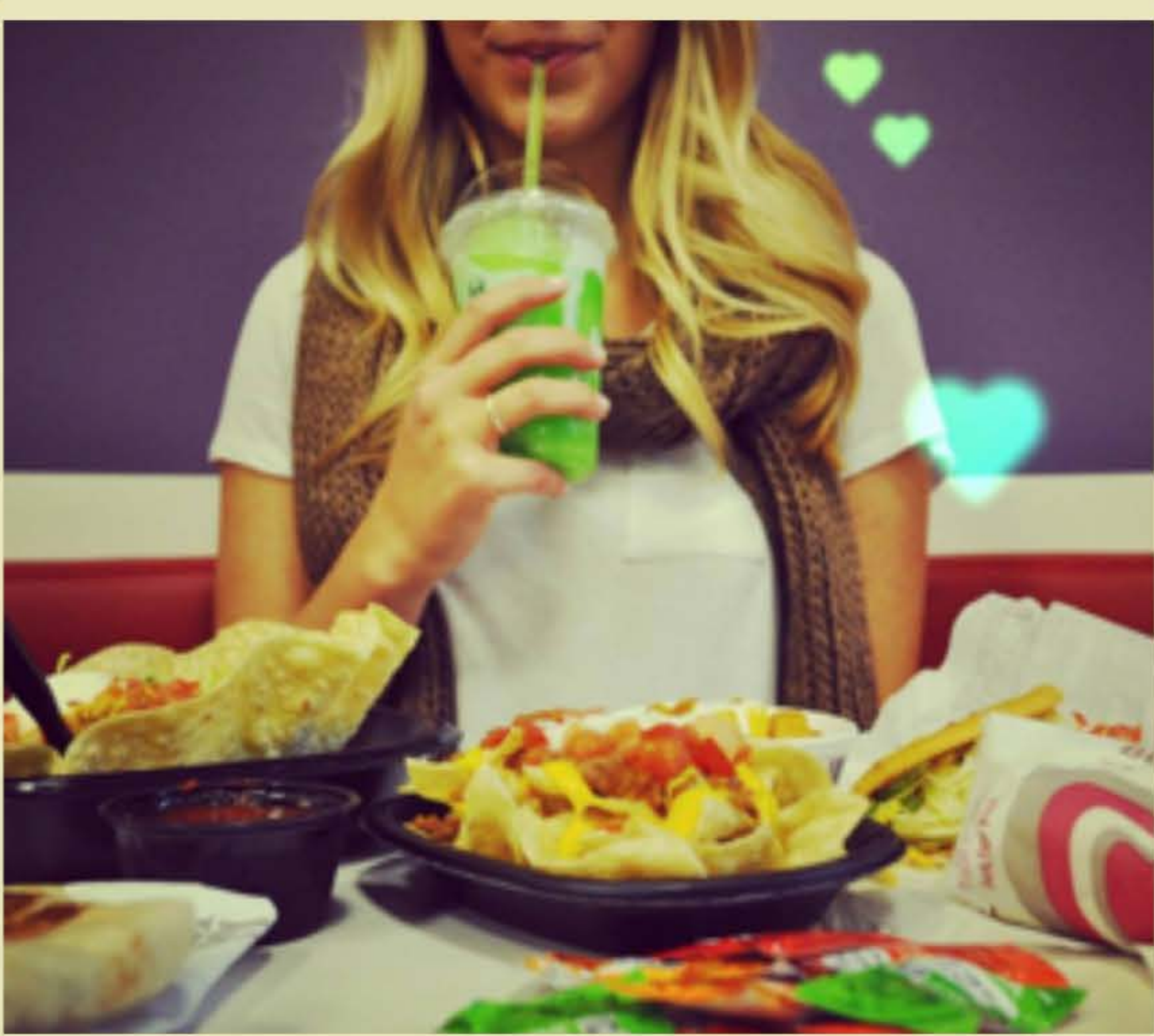
Teens see an average of 4.8 fast food TV ads daily. This number represents an increase of 6% from 2011 to 2012, reversing a downward trend from 2009 to 2011.

Overall, teens saw 20% fewer ads for fast food restaurants compared with adults. These numbers are higher than expected given that teens watch 30% fewer minutes of television.

Subway, McDonald's, Burger King, Domino's, Pizza Hut, Wendy's and Taco Bell were the top advertisers to teens on TV.

Over half of restaurant websites had an increase in teen visitors. Teen visitors to Subway.com, Starbucks.com, and MeEncanta.com increased by over 90% from 2009 to 2012.

Advertising on Facebook has substantially replaced advertising on third-party websites.





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## Targeting Black Youth



### What has improved?

Average calories and sodium in ads viewed by black youth declined by 10% or more from 2009 to 2012.

From 2009 to 2012, the total number of display ads decreased substantially for 365Black.com (a sub-site of McDonalds.com which targets black visitors).

In 2012, McDonald's was the only restaurant to maintain websites (including 365Black.com) targeting specific racial or ethnic minority groups.



### What hasn't?

As in 2009, black youth saw disproportionately more fast food TV ads in 2012, including twice as many ads for Starbucks and Popeyes and 75% or more additional ads for seven other restaurants.

Black youth saw 60% more calories and sodium per day in fast food advertising compared with their white peers.

Approximately half of fast food restaurant websites were more likely to be visited by black youth as compared with all youth.

Black youth visited Dairy Queen's BlizzardFanClub.com three times more often than all youth visited the site.





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## Targeting Hispanic Youth



### What has improved?

Spanish-language TV ads viewed for McDonald's decreased by 7% among Hispanic children and 16% among teens.

### What hasn't?

Twelve fast food restaurants spent \$239 million in 2012 to advertise on Spanish-language TV, an increase of 8% from 2009

Hispanic preschoolers viewed 16% more fast food advertising on Spanish-language TV in 2012 than they did in 2009.

Hispanic preschoolers viewed more fast food advertising on Spanish-language TV than any other group of Hispanic youth. They saw 100 more Spanish-language ads per year than Hispanic children saw (+43%) and 120 more ads than Hispanic teens saw (+55%).

In 2012, Hispanic youth were 4.5 times more likely than all youth to visit MeEncanta.com, a McDonald's website targeted to Latinos.

One third of fast food websites were more likely to be visited by Hispanic youth as compared with all youth

McDonald's child-targeted website, Happy Meal.com, was visited 30% more often by Hispanic youth than by all youth.

Ads featuring kids' meals represented just 5% of ads viewed by preschoolers and children on Spanish TV, versus 25% of ads viewed on English TV.

