A systematic review of persuasive marketing techniques to promote food to children on television

Food marketing influences the preferences, purchasing behaviours and diets of children. While many countries now have regulations regarding food advertisement targeting children, television remains the most prominent medium through which food marketing reaches children. To gain a better understanding of the strategies employed, this systematic review documents persuasive marketing techniques to promote food to children via television.

Through the 38 studies that were included, the analysis revealed that four main tactics were predominantly used:

1. Use of premium offers
2. Use of promotional characters
3. Nutrition and health-related claims
4. Theme of taste and emotional appeal of fun

Overall, this systematic review reveals that in the absence of a complete ban of food marketing advertisements to children, governments need to regulate the quantity of unhealthy food advertisements as well as the common persuasive techniques employed to promote such food to children.