

**UConn Rudd Center for Food Policy and Obesity**  
**Food Marketing Series: Teen Module**  
**Sources**

**Slide 2: Food companies spend a massive amount of money**

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**Slide 3: Food companies market products to teens**

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**Slide 4: TV food advertising to teens**

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**Slide 5: Product placements**

**Slide 6: Celebrity endorsements in advertisements**

**Slide 7: Food companies reach teens on smartphones**

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#### **Slide 8: Food companies are active on social media**

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#### **Slide 9: Twitter polls and Instagram replies**

#### **Slide 10: Hashtag campaigns**

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#### **Slide 11: Celebrity endorsements on social media**

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#### **Slide 12: YouTube videos**

#### **Slide 13: Apps on smartphones**

#### **Slide 14: Food marketing works**

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#### **Slide 15: Targeted marketing to Black and Latino teens**

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#### **Slide 16: Brands that advertise the most to Black teens**

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#### **Slide 17: Brands that advertise on Spanish-language TV**

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**Slide 18: Black and Latino celebrity endorsements**

**Slide 19: Not all neighborhoods look the same when it comes to food marketing**

**Slide 20: Targeting teens with junk food and sugary drinks**

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**Slide 21: It doesn't have to be this way: make a difference**

**Slide 22: Examples of teens making a difference**

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