

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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- Mobile use up
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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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