

Implement and monitor marketing activities assignment

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Community groups argue that legislation should be introduced that prohibits advertising to children during peak TV children program times (i. e. After school and at dinner time). What would you recommend and provide examples? TV advertising of 'Junk food' aimed at children is a growing problem in today's society. Australia's current obesity rate is of great concern. " 3 In 5 Australian adults are people! (www. Allah. Gob. U) Setting the foundation for healthy eating needs to be done at a young age. Junk food advertising encourages children to make this their first choice when choosing a meal. Companies make the food especially appealing to children e. G. McDonald's Happy Meal with a free toy. " Today it is important for companies to seriously consider how positively their overall impact on society is perceived in the marketplace. " (Solomon et. Al. 2012, p. 38) Parents are responsible for providing a healthy well balanced diet for their children.

However, when children are viewing the ads, parents may give in or opt for this meal as a reward. The sales from 'Junk food' are highly profitable for a company. TV stations also generate a profit from the ad sales. Taking all this into consideration I would recommend a legislation to limit the advertising of 'Junk food' after school and at dinnertime. Examples that could be included when implementing the legislation are - Limit the amount of Ads during peak viewing times e. G. One Ad per TV show. Incentives to increase advertising if healthier meal options are advertised.

Set limitations on the fat content of the meal advertised. Advertisers should not mislead children on the nutritional value of products e. G. To make claims the food is good for you. Ban the use of well-known children's TV celebrities or characters advertising the food. As this can convince the child

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to eat It based on recognition and admiration for the person/character. By Jennifer Considerable debate has emerged in relation to Junk food' TV advertising to children. Community groups argue that legislation should be introduced that prohibits advertising to children during peak TV children program times (I. . After TV advertising of ' Junk food' aimed at children is a growing problem in today's society. Australia's current obesity rate is of great concern. " 3 in 5 Australian adults are overweight or obese (based on IBM). That's over 12 million advertising of ' Junk food' after school and at dinnertime. Examples that could be included when implementing the legislation are - Limit the amount of Ads during peak viewing times e. G. One Ad per TV show. Incentives to increase advertising if celebrities or characters advertising the food.