

Examples of Food Corporation Websites in the US Geared to Children and Adolescents

Burger King -> <https://www.bk.com/>



Games, toys, tunes, and other downloads are promoted alongside their food items.



There is a special *Big Kids Club* link on the home page where 4–12-year olds are encouraged to become club members.



Kentucky Fries Chicken -> <https://www.kfc.com/>

➔ Kids' link features photos of the KFC latest "laptop" meal available at KFC and a link where kids can send an e-card with a photo of a KFC entrée.

Cap'n Crunch ->

<http://www.capncrunch.com/>

- ➔ Downloadable Cap'n Crunch commercials, screen savers, desktop wallpaper, and cursor icons.
- ➔ An ad for free Air Head candy in specially marked boxes of Cap'n.
- ➔ Crunch appears on the corner of most pages of the site.





M&M's -> <https://www.mms.com/en-us/>

- ➔ All games actively involve the M&M's characters and promote its candy. Downloads include M&M desktop wallpaper, icons, sounds, stationery, and autographed pictures.
- ➔ E-cards of characters can be sent from this site. In the Colorworks section, you can play a melody on a keyboard of colorful M&M's and order special M&M's color combinations of your school's colors.



McDonald's ->

<https://www.mcdonalds.com/us/en-us.html>

-  Main page links to Ronald.com with the slogan "You found the Internet's land for fun."
-  There are many games, puzzles, quizzes, and coloring pages all with Ronald McDonald and other McDonald's characters, as well as the food entrées available at the restaurant.

Snickers ->

<https://snickers.tumblr.com/>

- ➡ "Don't let hunger happen to you" is the slogan of this web site.
- ➡ Games (i.e., *Hunger Attack*), jokes, videos, and e-cards all feature and promote Snicker bars.



Food Marketing Tricks Aimed at Children

🍔 Sugary boxes at kid's eye level and healthy cereal at moms' eye level.

🍔 Cookie samples are on a small table that kids can easily reach.

🍔 Candy shelves in the checkout line, where kids will get bored waiting.

🍔 Popular cartoon characters advertising the product.

🍔 Fun and exciting packaging.

🍔 A prize inside of a box of food to get kids to want the prize.

🍔 Kids Clubs and sweepstakes.

🍔 Product websites with activities and games.