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 ->

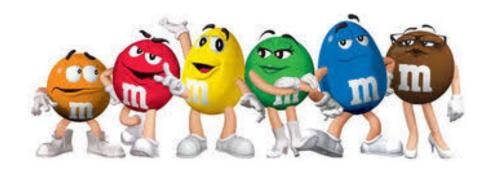
https://www.kfc.com/

➤ Kids' link features photos of the KFC latest "laptop" meal available at KFC and a link where kids can send an ecard 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.