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Marketing to children (format mp3)

Children see an average of between 20 and 40000 advertisements on TV every year a new report by the left leaning think tank campus highlights the effects of modern marketing on children . Lucy Ward is the Guardian social affairs correspondent. It's calling together a lot of recent research evidence and really looking at the way that children in the UK are being targeted by companies marketed to in so many aspects of their lives about what they wear, what they eat, the kinds of games they play, the sports they do, the toys that they buy, it's also trying to look at the consequences of that marketing and what exactly is doing to children, the effects it's having on them and it argues that this deluge of marketing is actually making them worried, insecure, and ultimately having real effects on their mental health.

What kind of new ways are marketing people using to get through to children ? The Internet is an obvious way on much companies can reach children and teenagers they pick up on whatever kind of technology children are using ; messages are given to them that certain products are cool and they are encouraged to talk to their friends, very explicitly to talk to their friends, their school mates about these things in some cases paid to wear particular clothes, to put stickers up around their school to advertize particular things to talk about particular brands being great to listen to. They are really still not conscious of the way that is being used.

How much is the child oriented market worth to advertisers ? It is actually now over 30 billion pounds annually so an enormous, enormous amount of money. It's obviously gone up dramatically over recent years and this is why we are seeing this increase in technique that children have more money to spend or that parents are spending more money on that behalf.

(2.10 mn with short breaks)