

FAMILY ORGANIZATION COMMITTEE FOR
THE EUROPEAN
COMMUNITIES

C.O.F.A.C.E.

ADVERTISING AND THE CHILD:
YOUNG BUYER AND
ADVERTISING TARGET

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(LEGAL AND ECONOMIC CONSUMER STUDY CENTER)

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WITH THE ASSISTANCE OF THE CORRESPONDENTS AND
MEMBER ORGANIZATIONS OF THE C.O.F.A.C.E.

C.O.F.A.C.E.

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**CENTRE D'ETUDES JURIDIQUES ET ECONOMIQUES DE LA
CONSUMMATION (LEGAL AND ECONOMIC CONSUMER STUDY CENTER)**

INTRODUCTION

The C.O.F.A.C.E. has been prompted by various reasons to propose and finally undertake an inquiry into Advertising and Children.

In the first place, it was natural that the member organizations and correspondants of the C.O.F.A.C.E. (family and women's organizations concerned with improvement of family life) should desire to see the problems posed every day by advertising aimed at young people, and particularly children and teenagers, made the subject of a serious investigation within the framework of the European Community.

The reasons for such an investigation are economic since the family is a consumer unit. They are educational. They are social since the family, which, for its part, teaches the children about life, has been faced for several years with advertising aimed at the children with preoccupations and interests which are unrelated to his education.

The use of advertising aimed at young people is part of a world-wide strategy.

Its developments, means of action and methods, which are inspired exclusively by commercial interests, more or less modify demand and, also, the life styles of present as well as future generations.

The social impact of these methods cannot be denied. Their function and methods are questioned and debated with great vigor as a component of a liberal, industrial society and this is simply because they concern the behavior and life styles of men and women, both adults and young people, through market goods and the act of purchasing them.

In connection with young people and, in particular, children and adolescents, the effects of advertising methods take on particular importance since, in these cases, they are directed at those who are in their formative years and normally live in a family group which provides the framework for their subsistence and development. Advertising's role with regards to the functions performed by this group on behalf of the child or adolescent and also by other groups participating in the child's education may seem slight. In fact, this is not the case. Advertising is everywhere.

Moreover, modern dissemination techniques, radio, television and communication techniques based on the former which span the globe, play an important part in public as well as private life.

The formation of the young is, of course, linked with the mass media "for better or for worse". Since the children in this country and in the category in question each watch about 900 hours of television a year, which represents the time they spend in school, the situation necessarily presents a problem for educators, sociologists and political scientists.

Then again, modern dissemination techniques are at the service of those who have the means and the power to use them.

Advertising has used these techniques and pursued its own goals. Thus it would be wrong to conduct an examination of advertising relationships and those of the child, outside of this context, even though, if we remain within these limits, certain questions naturally come to mind.

What is the situation with regards to advertising for and using children and its uses ? How are they received ? What line of action should be taken concerning them ?

PURPOSE AND LIMITATIONS OF THIS SURVEY

1 - WE ARE NOT CONCERNED WITH ADVERTISING IN GENERAL

The title of the survey determines its limits. It is not a survey on advertising in general, on its methods and role, even though we cannot avoid referring to it implicitly or explicitly.

This reference includes different points of view.

First of all, with relation to advertising's reason for existing and its purpose with the meaning which has relatively recently been given to this word, it is defined as "the action and art of exerting a psychological influence on the public for commercial purposes".

The perfection of its techniques and strategies is also in question.

We are also concerned with the neutrality required of public authorities by advertising agents and advertisers in the name of free enterprise.

Only certain advertisements (tobacco, alcohol, pharmaceutical products, etc...) are subject to prohibitions or previous checks and this varies from country to country.

Consequently, questions regarding misleading and unfair advertising, its control by law and its repression will not be examined, it being understood that the regulations which have been or are to be set up to eliminate it concern the general public.

But, however :

It must be observed that many actions aimed at or including children play on the emotional reactions of young children and tend to act upon the sensibilities (fear, danger, etc...) of their parents. It would not be unreasonable to wonder whether such advertising could not be considered at least unfair according to the laws of certain member countries or even according to the provisions of the draft of the community directive regarding "misleading and unfair" advertising ; this draft is presently under consideration.

When taking advertising into account which is aimed at children or even their parents, through their children or in referring to them within the framework of their responsibilities with regard to health, safety, the future... of their children, appraisal of the unfairness of

the message can be, and everyone will say it should be, more demanding. We should think that the authorities who are called upon to control such practices would, in practice, be more concerned with the special nature of the messages. This is true whether it is a question of legal cases or cases of self-regulation controls which are based on codes of good practice whose applications depend largely on the sense the professional advertiser organizations or advertising agents should have on their responsibilities.

In the present situation, preventative control has proved useful in certain member-countries where it exists in quite different forms, in particular, in Denmark and France. In Denmark this is done through the general action of the Ombudsman. In France, at least for televised advertising, the film is examined prior to broadcasting and in Holland the message must be approved. Of course, the effectiveness of such controls should be judged from typical cases and, better still, a set of characteristics. The rest was and still is the point of view of those who used the above-mentioned research to better attain the goal of the advertising itself. A recent survey (1) (a great number of these kinds of surveys are made for marketing purposes) showed how advertising could influence the child and the adult in quite different ways. Whereas, for the adult, knowledge goes before positive appreciation (which makes way for preference and changes into desire and leads to purchase), in the child the process is different ; he goes from an emotion to knowledge, which precedes his unconditioned status, of the message and image that it presents.

(1) Revue Française Marketing - September-October 1975.
Derbaix, Consumer reaction to advertising and ranking of effects.

It is understandable that advertising be subjected to the comments of teachers and psychologists in order to use them, this time, to increase the effectiveness of campaigns both aimed at and employing the child.

The information that the advertiser or advertising agent obtains from market surveys for a particular product or category of product must be added to this general knowledge. Unfortunately it is difficult if not impossible to obtain these surveys and inquiries.

2 - THE CHILD : TARGET, PRESCRIBER, ARGUMENT

With regards to the child or adolescent, advertising considers him either a target, as a real or potential customer who buys either for himself or the family, a sales prescriber or as a foil or as a sales argument, by no means the least important of these uses.

For advertisers, the child and the adolescent constitute a MARKET which corresponds to a segment of "homogeneous consumers" because of their apparent characteristics, mentalities and receptivities. Within their own normal life situations, the adolescent and the child are individual and unique. They are also very numerous.

Also, because of the important role he plays in society he can be considered a special agent in the market especially over the last twenty years.

Target, prescriber or foil, argument ; these are, in fact, the three uses of the child and adolescent in advertising. These uses vary according to age, product and service and also according to the media involved.

- According to age

Before being treated as a special market agent, the child was discovered for himself. Therefore, we have a considerable amount of research and surveys available on the child's personality, his development and his place in society. Psychology, psychoanalysis, teaching and other fields have taken an interest in him.

This research took place before advertising efforts as we know them today, but it still bears a relation to advertising strategy for

which much useful information has been extracted. Among many others, Mrs. Montessori utilized the dynamism that could be found in "a social movement favoring the child" for "society, civilization and all mankind" (1).

"To deal with the child is to deal with the most sensitive point in an entire system whose roots stretch back to ancient times and whose future extends to infinity." The book and educational undertaking which followed were of course devoted wholeheartedly to the knowledge of the child himself in order to give him his true place in society.

Actually, the above-mentioned surveys and research are of basic interest but they caused very important trends in teaching and education. They also caused new relationships to form between children and teachers as well as between children and parents beginning with the behavior of the latter. (2)

To come back to the various uses made of the child in advertising strategy, it is observed that marketing theorists refer frequently to distinctions that authors, Piaget, for example, have drawn among the various stages of development of the child's knowledge. (3).

(1) "The Child" - Maria Montessori

(2) Idem

(3) Piaget, J., - The Origins of Intelligence in Children -

New York Universities Press, 1962.

During the first and second ages (0 to 18 mos. and 18 mos. to 7 yrs.), the child is first a target through his parents before becoming (also) a direct target and a sales prescriber already in the second age and, in particular, during the third age (7 to 12 yrs.) and thereafter.

As a foil and argument, the child or adolescent holds a high position at all stages of development and even before birth.

- According to media

These three uses are found in the media ; posters, pamphlets, displays, packaging, the press, movie advertising, radio and television. However, this varies according to the media and the choice is also a function of the product and desired audience.

The difference springs mostly from the preponderance of writing associated with the image in a poster, display, packaging and, of course, the press, or to the importance accorded to words or sounds with regard to the radio, or words, sound and picture with regards to television spots.

The child, the indirect target and argument, can be present in each of these media. It is only after he has reached a certain stage of development, when he can "symbolically represent concrete objects", or, better, when he can "perform certain logical operations on these representations", that he can be treated as a direct target in all the media.

Of course, sound and picture have determinant roles for the child, above all if he can more or less identify with a character in the

message or at least recognize the character as familiar.

The child is sensitive to pictures, an image that moves and that talks to the group to which he feels, more or less, that he belongs.

We were not able to obtain surveys or inquiries which were sufficiently significant to evaluate the respective importance of media, inasmuch as the advertising expenditures are apportioned differently depending on the country among the press, outside advertising (posters), movies, radio and television for reasons such as the number of newspapers and weeklies, their circulation, regulations (time limits and prohibitions) with regards to television, etc... In such a country, posters, in connection with television, play a relatively important part. The press is an important medium everywhere.

Nevertheless, besides television, magazines and illustrated weeklies aimed at a specific public (youth, women, etc...) are the most interesting to observe.

- According to products and services and according to the rise in standard of living

The child and adolescent are "used" either as a target, prescriber or argument at the different ages :

- food, clothing, hygiene and health, toys and leisure for the first and second ages.

- food, clothing, school supplies, transportation, cultural needs and leisure, housing and furnishings, holidays, etc... for children from 10 to 12 and over.

And of course the latter are used as direct targets (clothing, individual transportation, audio-visual products, leisure and sports, etc...).

3 - THE "AGE GROUP" : SUBJECT OF THE SURVEY

The "age group" under consideration must be narrowed down as precisely as possible.

Our survey concerns young people (small children, children and adolescents up to 15 and 16) taking note of the following :

From an economic point of view, adolescents tend to remain dependent on their parents for a longer and longer period. This is a result of more lengthy education and it is an observation which must be corrected by the fact that the adolescent, particularly in rural areas, remains within the family, whenever possible, as an economic helper. This economic dependence goes hand in hand with a considerable purchasing power, a marginal but available one. The maintenance of the adolescent in the family group increases his importance as "purchasing agent" and advisor within the group.

Moreover, the relative independence of the child as a person within the family group, despite his economic dependence, is rapidly increasing.

While childhood may be relatively easy to define, the same is not true for adolescence. It is difficult, for example, to define the difference between the period of mandatory school attendance and that during which he develops his personality within the family group and then progresses to personal independence and economic independence notwithstanding the extension of the period of mandatory school attendance beyond a certain age (17-18 yrs.) in certain instances.

The ages limits for the child-adolescent and youth groups are hard to define in market terms. The under-18 group, which was selected for certain surveys which are already out-of-date since they date from 1963-1965, corresponds to over 70 million people which represents, within the European Community, nearly a quarter of the population.

The age limit of 15 or 16 years seems better suited to the present survey since it coincides better with the beginning of personal if not economic independence within the family group, in particular, with regards to advertising. However, this does not mean that the adolescent, before or after this point, does not have an influence on the family group relative to the decisions regarding expenditure of family resources, considerable outlay of funds and investments which require a choice concerning the lives of all the persons in the group.

- Data and Content

The problems posed by advertising, in a real and daily manner, with regards to children have been recognized by family organizations and educators in general as an aspect of advertising's power which is in reality very significant. Because of its expansion and thanks to its new propagation techniques, advertising has entered, with regards to children, an area which is no longer that of sales strategy.

This is quite a recent phenomenon despite being latent for many years. We must even anticipate television's presenting all the possibilities of advertising on the screen and thus bringing messages into the households in order that the de facto relationships between the producers of the messages and those that receive them become a conflict situation.

On their side, professional organizations have been concerned with this since 1976.

Consumer organizations and, in particular, family associations, have been alarmed by the opinion they represent. It was in 1973-1974 that the reactions became clear and they took action.

The material available to us proved less abundant than anticipated at least from research which was a bit extensive.

Certainly, statistics exist on advertising from a quantitative point of view (relative costs, broadcast time, etc...). Polls on the degree of satisfaction with advertising in general and how it is received also exist. (1)

On the other hand, it seems that an overall survey on advertising strategy aimed at children or using children is not now available. Also, market surveys that preceded the launching of campaigns and take all the various particularities of the messages into account remain the property of the advertisers. About the same is true for advertising spots which limits consideration to merely the messages broadcasted. These problems were noted by the authors of the surveys sponsored by the C.O.F.A.C.E. during the surveys. (2)

(1) 1975 poll of the European Community.

(2) Family League Survey (Belgium). See appendix.

The C.O.F.A.C.E. used these surveys as well as a very limited number which had been performed by some television researchers. They obtained observations which had been made over the last few years by various local groups and associations and consumer group publications. Finally the conditions under which young people were used for televised advertising, in particular, in France, were known as well as the opposition which then occurred. (3).

In the end, the survey had actual but limited experiences at its disposal.

- The available surveys which came from marketing and advertising research are on a completely different level. Certain ones were on "consumer reactions" but considered their aptitude, including children, for understanding the message. These are surveys which can be used directly in advertising research for which they themselves have a real interest. (4)

These results at least permit an appraisal of the contribution of this research. An article published in the Revue Française du Marketing contains a bibliography of authors and works which are mostly British and American.

(3) "The Future of Advertising and the Law". National Foundation for Company Rights. Montpellier 1976. Editions Techniques, Paris. P.198 et seqq.

(4) Revue Française du Marketing, Ch. Derbaix. "Consumer Reaction to Advertising and Ranking of Effects". P. 20 et seqq.

At this stage of research it appeared that certain facts had to be examined in a concrete manner and in relation to the actions anticipated in the Preliminary Program for consumer information and protection, that is :

- Opening and development of a children's market.
- The manner of dealing with advertising aimed at young people or using them in the various media.
- The changes undergone by advertising : role and strategy.

This was done in order to describe what can be called the conflict situation which was the result.

II THE FACTS

1. OPENING UP AND DEVELOPMENT OF A "MARKET OF (AND FOR) YOUNG PEOPLE".

The importance of the advertising-children relationship is a result of two simultaneous phenomena which affected both of them, i.e., the opening up and development of a "Children's Market" and the changes undergone by advertising, its techniques, strategy, role and influence on the market and society.

The "children's market has undergone several stages in Western Europe since the Second World War or, more precisely, during the period which followed the scarcities following the war. These successive periods of scarcity, sufficiency and abundance, at least with regards to goods offered the market, had different effects on the successive generations of children and adolescents as well as life within the family group.

- The first of these stages was characterized by the interest taken in all young children, often referred to as "Public Allies no. 1". Progress in protection of mother and child, better knowledge of child psychology and family assistance had, among other consequences, that of creating "prenatal" and "postnatal" industry and trade which greatly expanded. This was thus a wave of interest in and consideration for young children and concern for their well-being.

- The second was school attendance by the youngest children and the extension of the period of mandatory school attendance for adolescents as well as the resulting needs (clothing, school supplies, records, amusements, transportation, specialized shops and store departments, etc...)

- The third is that of a certain and earlier maturity though, for the most part, the adolescents and senior adolescents entered into active life later. This change is connected to a change in morals as well as a modification in the relationships between parents and children and boys and girls within the family group merely to cite two aspects of this period.

After the "childhood" period comes that of "youths". Like it or not, the child and the adolescent have assumed a greater importance in society as well as within the family group. Similarly, the adolescent market quite naturally followed the child market.

Many surveys, opinion polls and inquiries have demonstrated this change during the years 1960-1965. The inquiries turned very quickly into statistics for each product. This was an innovation that was immediately exploited by businessmen.

For example, a French survey, which certainly has an equivalent in the other member countries, produced in 1964, reflects the phenomenon in its title, "A New Economic Force : The Young". It is divided into two parts :

- young people from 7 to 14,
- teen-agers.

Emphasis is put on the value of the word "young" and the "promotion of youthful factors in the society", the proportion of young people in the total population and the participation of youths in adult life by purchasing. Thus, by default, the youth plays the part of a "consumer" in the society. It has been observed that the child knows what he wants the adult to buy for him. He influences family and adult purchases. He buys for the family.

Adults imitate youths in their fashions, at least for clothing. Whatever gaps exist between the generations in other matters, certain differences diminish between parents and their grandchildren. Advertising "decides" for the mother what their daughters have selected for themselves and this is still true today. Marketing criteria and types of relationships within the family group are not unknown to one another.

In France, before the youth explosion of May 1968, an inquiry carried out by a powerful group of newspapers for young people (directly or indirectly aimed at profits from advertising) on the influence of children from 8 to 20 years of age on family purchase corroborated these conclusions, by age group and by product, for the family and for themselves. Since then, their influence on purchases, direct or indirect, has been constantly increasing and diversifying.

Finally, young people have a more or less considerable personal purchasing power. They prefigure the adult-consumer of years to come.

This situation should interest producers (advertisers) and advertising professionals (agencies). This "youth market" coincided with a growth period and the appearance of new products on the market. It was created at a time when the advertising field found an opportunity to expand and renovate its strategy.

At the same time, television began to become a part of the majority of households and become integrated with the family group before it became, in the vast majority of member countries, the special advertising medium.

2. MEANS OF ADVERTISING AND THE MEDIA

Though the terms do not have precise meaning in normal speech, what we mean by "means" are the various processes used to transmit the message (posters, films, etc...) and "media" the object that is used for the transmission (newspaper, movie or television screen, etc...).

There are many means and media : newspapers and posters, lighted billboards, exhibitions, the press (editorial advertising and advertisements), printed matter (brochures, catalogs, etc...), movies, radio and television.

Each of them is utilized depending on the budget available to the advertisers but also according to the nature of the product and also the public, customers and audience targeted. So, since advertising is indeed a means of communication aimed at selling and it recognizes that it is a means, medium and content for the message, each of these elements is important. Messages intended for children or their parents are normally aimed at a larger audience. Posters, publications aimed at the general public, and also specialized publications, radio and television are employed simultaneously and separately.

- Posters make use of the child more than appealing to him directly. When the child is used, the poster contains a minimum of text. The child doesn't look for the meaning of a poster. The adolescent doesn't linger over it. The only posters that strike them are those which are simple, repeated and which correspond to their preoccupations at the moment.

On the other hand, in a rather large number of instances, the poster, whose contents should be simple and suggestive, as we are told, presents the adult with arguments in favor of the child

- the ideal house "for him" or "because of him" ;
- a mineral water that it the only one good enough for the mother who is also unique ;
- "don't entrust your child to another"...

Posters are not free from arguments that appeal to parental responsibility (nourishment, clothing, education, insurance,...).

- With regards to the press, we must distinguish between the national and regional press for the general public and specialized publications including certain weeklies which large circulations (women's publications, those for house furnishings, intended for children, etc...) Advertisements often use the parents' roles and responsibilities as a sales motivation with regard to hygiene, health, safety, insurance and the acquisition of knowledge intended to assure their children's futures. A large number of advertising images and texts associate children with pasta and noodles, cars and washing machines. This shows that the child is an excellent foil for the product.

In youth-oriented publications the advertisement brings them into the discussion in a quite direct manner as the buyers of cheap articles, for household expenditures for gadgets and even for themselves for more costly purchases where they are called on to exert an influence :

- "talk to your parents (or grandparents) about it" ;
- "the most beautiful gift... it will even astonish your father and amaze your friends" ;

- "if you like (this or that) ... there's no need to go without"...

The survey performed by the Belgium Family League (Appendix II) draws attention to this specific insistent advertising. (1)

- Television has a special place in the relationship between advertising and the child and his family. Televised advertising necessarily participates in the judgement of the television itself regarding its relationship with the child. This question has been the subject of many studies by psychologists and sociologists.

This study is not intended to review the importance of this relationship. We need only reiterate certain points to give the context for the questions now being posed on televised advertising regarding the spots aimed at children or using children.

First of all, today television is a part of the life styles of children and adolescents. According to certain surveys (1975), it was revealed that 70% of all children from 2 to 15 years, in Community countries, watch television every day. It is the main entertainment of 40% of all children and it is the 8 to 13-year-olds who "consume" the most. It would be interesting to compare these results with those for other countries in the Community and analyze the causes in relation to the amusements offered to young people in each country.

Though it has no relation with the above observation, it is nonetheless significant that, in the same country, the proportion of advertisements using children reached 25% in 1975-6 for televised advertising.

(1) The "Family League" survey from Belgium was added as an example of the cooperation of an organization for this C.O.F.A.C.E. inquiry.

In twenty years, the television receiver has become a normal object in the household throughout the Community which includes various densities. On the average, televised advertising is hardly ten years old. It does not enjoy a free hand in certain member countries but it is permitted.

It can be considered that the omnipresence of the television and the opinions it elicits within the family group and elsewhere regarding arguments are factors which pose the problem of the relationship between televised advertising and the child and those around him who are directly responsible for him.

More than any other dissemination technique, television offers gateways to the world and should constitute a new method of (and a new step in) communication. But, it has been observed that this communication is one way ("unidirectional") notwithstanding the efforts by television producers to introduce dialogue into the programs.

Advertising, on its end, seems to have to orient its research towards better "communication". This term, though it tends to express a professional opinion more exactly, obviously does not modify its purpose nor its reason for existence for the production sector as a sales promotion device. By nature, this "communication" is also one way.

The evolution of advertising strategy will be discussed in the following chapter. The combination of very highly developed advertising techniques and the television, which is admittedly an influence, especially on children, should lead to an examination of televised advertising.

In fact, the following chapter contains a survey of regulations or codes of good conduct for certain countries in the community concerning televised advertising and children.

3 - ADVERTISING'S EVOLUTION

This chapter is mainly an inquiry.

When the "children's market" mentioned in the preceding chapter first appeared, a magazine intended for heads of companies was entitled :

- "Marketing : Our great powerful allies, the young".

Advertising jumped on this opportunity.

All the media adopt the child and the adolescent as a target, prescriber or as an argument. The child and adolescent are now used "in situations" and no longer as they used to be used in advertisements (Cadum-Nestle). In fact advertising has changed.

One of the turning points in this evolution was marked by well-known experts like DICHTER, among others, in entering the new era of motivation and suggestive advertising. This was to mark the relationship which was to be established between advertising and the child and adolescent.

The buyer's behavior is considered unreasonable ; advertising "reveals latent needs and creates desire" within the relationship of the affluent society, a framework which changes man into a "consumer" and a consumer of change. The evolution of advertising techniques is connected with the development of the liberal industrial society. Like a driving apparatus and a means of communicating commercial interests, it is an integral part of the production-distribution-communication-work-production cycle ... under the banner of the freedom of production, sale and consumption. It should

thus take into account the various roles of children and adolescents as consumers, buyers or influences. Motivation advertising has used them as a special sales argument.

Without getting into polemics, we can discuss how this orientation of advertising operations is seen from the outside. It has generally been observed :

- that the child is often used merely as bait. He is charming, funny, careless, and reassuring. He is all this in relation to toilet paper as well as carpeting, office supplies and loans. (1) He is where he has no business being. Too much is as bad as none at all. This is first of all the concern of advertisers and agencies.

- that the child serves as a foil for tape recorders, pasta and noodles, cakes, etc... or simply a pretext.

- employing very highly developed motivation, the child and the adolescent are brought in just to represent the adults' responsibilities (mother or father or both) for a detergent, bank, type of house, life insurance or automobile safety.

Questions can be posed concerning advertisements, though rare, which join with the child who is considered a victim of interests "to his age. This was true for a film prohibited for those under 18 which repeatedly advertised : in a year or two you'll be able to

(1) - These examples, like all those used in the survey, are referenced. (Posters, advertisements, designs, photos). It is planned to reproduce them in the form of a file in appendix if the problems involved in publishing them are resolved.

Advertising can be presented as the consumer's school of seductive truth. He adopts attitudes which he can retain as an adult. This is perfectly illustrated by certain advertisements.

The survey could be reproached as having pronounced a general judgement while it should have distinguished between "good" advertising and not-so-good advertising and the latter from that which is manifestly bad. It would undoubtedly be preferable to draw these distinctions among the members of the profession itself, the advertisers and agencies.

Clear distinctions must be made between countries. Advertising styles vary according to many elements which spring from national temperament, trade practices and professional disciplines and traditions.

This survey cannot take these diversities into account. It should be noted that, during the conference of December 2 and 3, 1976, called by the Commission (E.E.C.), the consumer organizations in the different member countries and their appraisals were, if not totally, at least slightly different given the national experiences although caution concerning advertising in relation to young people, their behavior and development was always a basic concern.

Actually, it would be desirable for the representatives of the professional organizations to state their position on the problems posed by the survey and make it known. Codes of good practice exist. They are insufficient and badly adapted to advertising's evolution since a conflict exists between the power of advertising with vast means and highly efficient techniques, assured by the assistance of

the media which owe them a great deal, and the sectors concerned with the development of young people and the responsibilities of those who have them in their charge.

4 - A CONFLICT SITUATION

Advertising considers itself unloved. As far as consumers are concerned, a poll taken in the European Community in 1975 shows that the majority (67%) considers advertising to be frequently false, while they recognize its usefulness, 29% of the sample said they were opposed to it for personal economic reasons.

When a majority of persons polled says that advertising is often false, this judgement is concerned with the inaccuracies, omissions, silences and promises presented in advertising messages and no doubt goes further and tends to implicate the nature of the arguments used (text and manner of presentation) which are no less questionable.

A - The survey considered this phenomenon of public hostility which is a source of latent or open conflicts between advertising and the consumers, families, teachers and educators. The reasons for it are similar to those which led the Régie Française de Publicité télévisée (R.F.P.), for example, to impose limits on the participation of children and adolescents, at the request of their organizations, in advertising spots.

In surveys, which are still too limited, performed by organizations attached to the C.O.F.A.C.E., the primary consideration is the child used as a foil. Their presence is felt to be pointless and sometimes equivocal. Advertising messages of this kind are legion. For example, a household finance plan creates its illusion around the possessive child in front of "my" house, with "my" mom, "my" dad,

"my" dog, etc....

Much advertising is felt to give a taste for luxury and money. Often it "makes people believe" that the goods and products shown can be had without effort. Others project the illusion that problems can be solved effortlessly using the products offered which are there for that purpose. The pursuit of happiness is represented as the possession of this or that object. All this advertising, using this kind of presentation and motivation, is considered harmful, even "odious" because it tends to create a mentality beyond the parents' control.

The child used as an argument creates tension and guilt, but the parents can, to a certain extent, react and explain things to the child. Those interviewed thought that the child-prescriber was less commonly used and believed it was often "artificial".

These observations lead to one conclusion. Parents react as responsible educators, and, for this reason, their opposition is well founded. This is the crux of the problem. What they object to is advertising which influences the mind in an irresponsible manner, praising facility to the detraction of essentials. As always in education, it is a question of values.

There is another kind of advertising which also creates the same degree of opposition. It is the kind which "works on the feelings, family love, social life and subtly brings complex relationships into play which produces the impression in the readers or viewers that they have been attacked, that they are more or less conscious of an

invasion of their personal lives, their parental responsibilities, etc...". Such methods are considered "unfair". This is true for those which try to produce guilt feelings if an offer is not accepted (spelling course required for the child's future, food needed for his health). There is also the all too frequent kind which implicates the parents' responsibility, the father (security, insurance, housing, bank, ...), the mother who is guilty of not spending enough time with her child because she lacks household appliances.

The opinion was that this kind of advertising, to which children and adolescents pay great attention and which make judgements, ought to be prohibited.

As far as MEDIA are concerned, televised advertising is considered by far to have the greatest impact. Children watch it whenever possible. They assimilate it.

This is shown by interviews which confirm the observations already made from collective advertising or those which have already been commented upon in the consumer press.

To this must be compared the survey made by the Belgium Family League (Appendix II).

Similarly, a study performed in Great Britain on the basis of interviews with mothers who were called to state their opinions of advertising messages with regards to the regulations of the television advertising code (IBA Code) showed (1) :

(1) - Study performed by Ray Brown, social psychology researcher at the Center for Television Research. Leeds University.

- TV advertisements urge the children to influence their parents to buy. YES = 57% - NO = 35%.

. "Children wouldn't ask for so many things if they didn't see them in ads. They make life difficult".

. "The kids (at the supermarket) approach products they have seen on TV and say 'Shall we try it?'".

- It is not normal that advertising encourages children to buy things that are too expensive for them. YES = 63% - NO = 25%.

. "If a small child advises a purchase in the ad, it should be true for the child who sees it. If not, he would not say it". etc ...

A last fact

The discussions which preceded the entry of the toy sector into televised advertising in France are also significant. It was first of all refused for safety reasons because of opposition to violence and also because of the cost of the toys presented in the messages which were heard in homes having a medium or low standard of living but the "toy" advertising campaign was authorized for financial reasons despite the opposition to it expressed, among others, by family organizations though it is true that conditions were set for the text and image.

The result of the foregoing is that advertising aimed at children cannot be produced like the other advertising methods.

B - Certain advertising professionals reply that it is up to the parents and teachers to take up their responsibilities as educators when they are faced with the realities and aggressions present in industrialized society. They claim the right of free enterprise. They add that

"legislators cannot separate the useful from the harmful with a fine tooth comb".

In fact, the law-makers take steps to prohibit what is observed to be harmful. At this time the dangers of uncontrolled advertising concerning and using children with no regard for their weakness and credulity, their parents and family life has been under consideration since 1976 among some professionals and, without being more precise, we can cite some professional organizations (International Union of Advertising Associations, I.U.A.A. ; European Advertising Agency Association, E.A.A.A.).

More exact statements gathered from another source indicate that many professionals are fully conscious of their responsibilities. The conflict that exists in fact exceeds the realm of advertising. It concerns the rights and liberties that are inherent in private life versus free enterprise. Because of their importance, these statements are included in the conclusions.

III. REGULATIONS AND CODES OF GOOD PRACTICE

It has become clear that regulations must control advertising aimed at young people, children and adolescents for goods or services which either concern them directly or through their relationships with their parents and their attitudes towards others, in short, to protect them against undue influence on their behavior caused by conscious or unconscious excesses in advertising.

The existence of these regulations shows that the problems do indeed exist. Of course, they are the result of the expansion of advertising in all the media and the changes undergone by advertising strategy, especially in television.

It is thus worthwhile to be familiar with the rules and recommendations themselves as well as how they are applied and interpreted and whether they provide effective control either before or after the communication of the messages.

This information can only be gathered by compiling a list of cases in point for each country on the basis of monographs. This is difficult because the decisions cited in applying the regulations and codes of good practice are not made public or published as a rule. Thus a specific investigation is desirable. This cannot be done unless the self-control and professional organizations offer their help. The situation in Denmark is different for several reasons and does not permit a comparison of the results obtained in that country with the others, as we shall see.

The following should now be noted :

- the recommendations of the International Code of Fair Practices in Advertising adopted by the International Chamber of Commerce (C.C.I.) in its publication of May 1973.

- the recommendations and codes of good practice adopted in the various member countries,

- the exception made for Denmark and the role of the "Consumer Ombudsman" and the control organization, the "Danish Advertising Authority". These organizations cannot be compared to the methods used in the other countries.

A. The International Code of Fair Practices in Advertising

(Adopted by the C.C.I.)

We should note the provisions which directly concern children and adolescents, i.e., Articles 12 and 14, as follows :

- Safety Conditions : Art. 12

Unless there is educational or social justification, advertising must not include any visual representation or description of dangerous practices or situations where safety is not respected. Particular care must be taken in advertisements showing children or adolescents or directed at them.

- Children and Adolescents : Art. 13

1. Advertising must not exploit the natural credulity of children nor the lack of experience in adolescents and it must not take advantage of their sense of loyalty

2. Advertising aimed at children and which influences them must not include any statement nor visual representation which might cause them mental, moral or physical harm.

The preliminary remarks contained in the brief Introduction and in the Interpretation are statements of intention worth quoting, for example :

- "advertising is a means of communication between buyer and seller which involves the necessity of establishing a proper balance between the interests of the companies and those of the consumers;"

And also :

- "this Code bears witness to the responsibility felt by industry and trade - and of all the parties concerned in advertising - to the consumer and society."

The Code is :

- "essentially designed as an instrument of self-control but it is also intended to serve in the courts as a reference document within the context of the applicable national law" (Introduction).

Lastly :

- "advertising must be considered from the point of view of its presumed influence on the consumer, taking into account that the latter is generally influenced by a brief consideration of the advertising message ..." (Interpretations)

B. The International Code of Fair Practices for Promotions and Sales adopted on the same day contains similar or identical preliminary

remarks. The wording of Article 3 resembles that of Article 13 of the Advertising Code and Article 4 does that of Article 14 in the same code.

C. In those countries which do not have regulations or self-control codes, the European Association Advertising Agencies (E.A.A.A.) recommends that its members refer to the I.C.C. Code.

D. Texts have been drafted, however, in certain member countries and what is of course to be considered is, aside from the statements of intention and the recommendations they contain, their concrete applications. The texts are difficult to compare. The styles, presentations, and even the contents are quite different from country to country. Also, depending on the traditions or orientations of each country, greater emphasis is put either on intra-family or educational problems or even on guarantees for health and hygiene.

THE NETHERLANDS

- The Dutch Advertising Code has set up "Good Practice Regulations" and item 11 concerns advertising aimed at children and is as follows :

- "11- Advertising which, in whole or in part, is obviously aimed at children must not contain any element in its representation or the image it presents which could cause them harm in any way whatsoever or which enables advantage to be taken of their ignorance or natural credulity".

Also, with regard to broadcasted advertising, a special Regulation was drafted by the Advertising Council (Reclameraad) taking into account the Dutch Advertising Code as well as that of the I.C.C.. In particular, it contains Article 10 which reads as follows :

Article 10 : "Advertising messages presented in an unequivocal manner and, in whole or in part, intended for children must not suggest or contain any text or image which could damage parental authority. These messages must not take advantage of the ignorance or natural credulity of children. As far as the direct participation of children in advertising messages is concerned, particular care must be taken to avoid the description or portrayal of any action that responsible parents would disapprove for reasons of physical or moral danger".

Within the same regulations, we can also note, though it is a particular application, Article 17 which is on ads for "Sugar-based treats" and which, among other things, prohibits the presence of any "person under 14" in the messages. The messages also "cannot be aired

before 7:55 P.M.; This is obviously a specific example of a preoccupation with health and dental hygiene which should be compared with the recommendations set up in Great Britain for the same media.

Lastly, the S.T.E.R. (Stichting Etherreclame) (Broadcasted Advertising Foundation, which has the exclusive monopoly on radio and television advertising) commented on this article :

The following advertising is prohibited :

- Encouraging children to frequent places unfamiliar to them or talk to strangers in order to obtain trading stamps, coupons, etc

- Suggesting to children that they fail in their duty or are disloyal to any person or organization if they do not buy such and such a product.

- Creating a feeling of inferiority or of being an object of ridicule so that they will insist on having such and such a product.

- Urging children to ask adults to buy the product.

These recommendations are mandatory for all TV messages.

Application Controls

Besides the actions covered by the laws on fraudulent advertising, there are prohibitions relative to broadcasted advertising from the "Reclameraad" (Advertising Council) whose purpose is as follows :

a) to approve rates applicable to broadcasting of advertising on radio or TV.

b) to set up prohibitions for the contents of advertising messages (see above).

c) to control the execution of the prohibitions relative to these messages.

Advertising on radio and TV was first introduced into Holland in 1967 and 1968. A certain parallel can be drawn with the regulations set up in France by the Régie Française de Publicité (French Advertising Authority) which is intended to oversee televised advertising under the conditions set forth in this survey and to set regulations for the messages and exercise preventative control of their contents (Screening Commission).

The Dutch Advertising Council exercises control over the application of the prohibitions. In its examination of the advertising messages, it is assisted by a consulting body (College Van Bijstand). The S.T.E.R. is responsible for a primary control. The advertiser can appeal to the council if the message he submits is not approved.

Moreover, any person may protest before the council an authorization either granted by the S.T.E.R. or the council itself. After an accelerated procedure and if the complaint is judged valid, the decision is handed down a time limit for suspension of the broadcasting. The council has the right to officially examine a message authorized by the S.T.E.R. which it directly controls.

It is interesting to note that from 1967 until 1975, 9,837 advertising films were presented to the S.T.E.R. and, from 1968 until 1975, 6,130 radio advertisements were submitted. Only 94 were refused.(1)

The above comments do not particularly concern advertising by

(1) Advertising Control Methods - Description and appraisal of developments in the Netherlands, R. Overeem.

and for children nor the application of Article 10 of the "Prohibitions for Broadcasted Advertising". The authorizations granted or refused in this context should be compared with the decisions made in France and Great Britain. Controls for radio and television exist in these countries which should permit an interesting comparison.

ITALY :

In Italy, a Code of Advertising Ethics was approved by the Italian General Advertising Confederation. Article II reads as follows :

- Article II : Children and Adolescents

"Particular care must be taken in the drafting of messages aimed at children or adolescents or which are likely to be received by them. These messages must contain nothing which could harm them psychologically and also must not take advantage of their natural credulity or their inexperience. The use of children and adolescents in advertising messages must avoid all systematic exploitation of the natural feelings of adults for the young".

It must be noted that this text, from a professional organization, does not have the force of law.

WEST GERMANY :

The Central Advertising Committee (Z.A.M.) has adopted regulations inspired by the I.C.C. which apply principally to radio and TV. They are self-controls by nature and can be listed as follows :

1. Advertising should not contain any representations of children which are not in conformity with the normal way of life for a child.

2. Advertising should not directly urge children to purchase or consume the advertised product.

3. Advertising should not contain representations where children urge or are requested to urge other persons to buy the product.

4. Advertising should not take advantage of the trust children have in certain persons.

5. Promotions (e.g. : gifts, prizes, contests) should not confuse the receiver of the message, nor use the temptation of excessive benefits, nor take advantage of a love for games, nor exert pressure using 'hard sell' marketing approaches.

6. Crimes or delinquency which might cause danger cannot be presented as worth imitating or generally accepted nor imply this.

GREAT BRITAIN

In Great Britain there are legal regulations for televised advertising and a Professional Code covering all the media.

TV advertising is controlled by the "Amended Television Act" of 1972 which was revised and added to in July 1976.

This "Amended Television Act" provides for strict control of advertising and gives the I.B.A. (Independent Broadcasting Authority) legal powers to set the details of the rules.

It was within this context that the I.B.A. enacted the "Code of Advertising Standards and Practice" (revised and added to in January 1977). Specific rules concerning advertising with or for children were added to it in "Appendix I : Advertising and Children". This is a detailed text which makes provisions for the widest variety of situations. Despite its length, it is worthwhile to give the complete text here both for the contents themselves and as a basis of comparison. We will see how the national approaches to the same problem differ. Here is the text :

APPENDIX I : Advertising and Children

The child Audience

1. No product or service may be advertised and no method of advertising may be used, in association with a program intended for children or which large numbers of children are likely to see or hear, which might harm them physically, mentally or morally, and no method of advertising may be employed which takes advantage of the natural credulity and sense of loyalty of children.

In particular :

a) No advertisement which encourages children to enter strange places or to converse with strangers in an effort to collect coupons, wrappers, labels, etc., is allowed. The details of any collecting scheme must be submitted for investigation to ensure that the scheme contains no element of danger to children.

b) Direct appeals or exhortations to buy may not be made to children unless the product advertised is of interest to children and one which they could reasonably be expected to afford themselves.

c) No advertisement for a commercial product or service is allowed if it contains any appeal to children which suggests in any way that unless the children themselves buy or encourage other people to buy the product or service they will be failing in some duty or lacking in loyalty towards some person or organization whether that person or organization is the one making the appeal or not.

d) No advertisement is allowed which leads children to believe that if they do not own the product advertised they will be inferior in some way to other children or that they are liable to be held in contempt or ridicule for not owning it.

e) No advertisement dealing with the activities of a club is allowed without the submission of satisfactory evidence that the club is carefully supervised in the matter of the behavior of the children and the company they keep and that there is no suggestion of the club being a secret society.

f) While it is recognized that children are not the direct purchasers of many products or services over which they are naturally allowed to exercise preference, care should be taken that they are not encouraged to make themselves a nuisance to other people in the interests of any particular product or service. In an advertisement offering a free gift, a prize or a contest for children, the main emphasis of the advertisement must be on the product with which the offer is associated. Products or services not of brand interest to children which however feature promotions of interest to children must not normally be transmitted until after 9 p.m.

g) If there is to be a reference to a contest for children in an advertisement, the published rules must be submitted for approval before the advertisement can be accepted. The value of prizes and the chances of winning one must not be exaggerated.

h) Advertisements for toys, games and other products of interest to children must not mislead, taking into account the child's immaturity of judgement and experience. In particular :

- the true size and scale of the product must be made easy to judge, preferably by showing it in relation to some common object by which its size and scale can be judged. In any demonstration it must be made clear whether the toy is made to move mechanically or through manual operation ;
- treatments which reflect the toy or game seen in action through the child's eyes or in which real-life counterparts of a toy are seen working must be used with due restraint. There must be

no confusion as to the noise produced by the toy - e.g. a toy racing car and its real-life counterpart ;

- where advertisements show results from a drawing, construction, craft or modelling toy or kit, the results shown must be reasonably attainable by the average child and ease of assembly must not be exaggerated.

i) Cartoon characters and puppets featured in ITV or BBC children's programs must not expressly recommend products or services of special interest to children or be shown using the product. This prohibition does not extend to public service advertisements nor to cartoon characters or puppets especially created for advertisements.

2. Restrictions on Times of Transmissions

a) Advertisements for the following must not be transmitted during children's programs or in the advertisement breaks immediately before or after them :

- . alcoholic drinks
- . liqueur chocolates
- . cigars and tobacco
- . matches

b) advertisements for medicines specially formulated for children must not be transmitted before 9 p.m.. This restriction also applies to advertisements in which children are seen taking any medicine or in which its suitability for children is specially emphasised :

c) advertisements for matches being promoted by means of prizes or gifts of any kind must not be transmitted before 9 p.m. and such advertisements must be clearly addressed to adults ;

d) advertisements which feature personalities associated with ITV or BBC children's programs and which promote products or services of special interest to children must not be transmitted until after 9 p.m. ;

e) advertisements which contain treatments which might alarm or frighten children will be the subject of appropriate restrictions on times of transmission.

3. Prices

Advertisements for toys, games and similar products must include an indication of their price. When parts, accessories or batteries which a child might reasonably suppose to be part of a normal purchase are available only at extra cost, this must be made clear. The cost must not be minimised by the use of words such as 'only' or 'just'.

4. Dental Hygiene

For reasons of dental hygiene advertisements shall not encourage persistent sweet eating throughout the day nor the eating of sweet, sticky foods at bed-time. Advertisements for confectionary or snack foods shall not suggest that such products may be substituted for proper meals.

5. The Child in Advertisements

The participation of children in advertisements is subject to the following conditions :

a) Employment : concerns child actors

b) Contributions to Safety

Any situations in which children are to be seen or heard in advertisements should be carefully considered from the point of view of safety.

In particular :

- children should not appear to be unattended in street scenes unless they are obviously old enough to be responsible for their own safety ; should not be shown playing in the road, unless it is clearly shown to be a play-street or other safe area ; should not be shown stepping carelessly off the pavement or crossing the road without due care ; in busy street scenes should be seen to use pedestrian crossings in crossing the road ; and should be otherwise seen in general, as pedestrians or cyclists, to behave in accordance with the Highway Code ;
- children should not be seen leaning dangerously out of windows or over bridges, or climbing dangerous cliffs ;
- small children should not be shown climbing up to high shelves or reaching up to take things from a table above their heads ;
- medicines, disinfectants, antiseptics and caustic substances must not be shown within reach of children without close parental supervision, nor should children be shown using these products in any way ;
- children must not be shown using matches or any gas, paraffin, petrol, mechanical or mains-powered appliance which could lead to their suffering burns, electrical shock or other injury ;

- children must not be shown driving or riding on agricultural machines (including tractor-drawn carts or implements). Scenes of this kind could encourage infractions of the Agriculture (Safety, Health and Welfare Provisions) Act 1956.
- an open fire in a domestic scene in an advertisement must always have a fire-extinguisher clearly visible if a child is included in the scene.

c) Good Manners and Behavior

Children in advertisements should be reasonably well-mannered and well-behaved.

6. Children as Presenters

Children must not be used to present or comment on products about which they cannot be expected to have direct interest or knowledge.

7. Testimonials

Children must not be used to give formalised personal testimony. This will not, however, normally preclude children giving spontaneous comments on matters in which they would have an obvious natural interest.

Also, a Self-control Code drafted by the organizations that represent the advertisers, the agencies and the media, valid for all the media, generally reiterates in brief the provisions of the code set up by the I.B.A. with regards to children. This is why it has not been reproduced here. It is made up of an Appendix to the "British Code of Advertising

Practices" entitled "Appendix B : Children and Young People".

It would be worthwhile to know how the recommendations and regulations set up in Great Britain are applied with examples of messages that have been approved or rejected.

During the course of a series of interviews mentioned in the survey, the pollsters observed that the British mothers polled did not know that regulations and recommendations existed to which the messages had to conform. When they were told about this, they showed skepticism regarding such a large number of prohibitions (1).

In contrast to a detailed code of prohibitions covering all cases, in France there are regulations which set down the principles and an appeal can be made to a board in order to appraise cases in point.

(1) See Appendix 3

FRANCE :

In France there is no particular law regarding advertising and the child. However, there are two texts worth citing. One is concerned with television and radio, the other with the media in general. Neither has force of law. The first, however, applies compulsorily to all messages broadcast on radio and television by the nationalized companies and is implemented by state preliminary controls. The second, a voluntary agreement, has a purely self-disciplinary character.

1. La Régie Française de la Publicité Télévisée (R.F.P.)

The R.F.P. (The French Board of Television Advertising) which ensures the Management and control of radio and television advertising by the National Television Companies has laid down a regulation.

a) Regulations

Articles 14 and 15 concern children.

- Article 14 : "the regulation concerning the employment of children in entertainment must be closely observed. Children presented in an advertising message must be seen to behave correctly and show good manners."

- Article 15 : 1) "Particular care must be taken in connection with children. The impact of radio and T.V. is not suited to their weakness, and radio and T.V. advertising must respect the personality of the child and not be harmful to his development.

2) The use of children in advertising messages must be moderate ; they cannot be the principal actors unless there is a direct

link between them and the product or service concerned. They cannot be the advocates of the product or service. Lastly, the behavior of children and the dialogues between them or with adults must remain natural and take place most often in the family group.

3) No message or advertising announcement must be the cause of moral, mental or physical harm to children ; no method of radio or television advertising must profit by the impressionability and credulity of children.

4) In particular, no advertising message must :

- invite children to meetings organized for advertising purposes or urge them to converse with strangers.

- constitute an appeal giving children the impression that if they do not themselves buy or urge other persons to buy the product or service in question they will be failing in a duty or a loyalty towards a person or organization, whether or not that person or organization be the one responsible for the appeal.

- urge children to think that if they do not have the product advertised their health or their future will be affected or that they will be despised or held in contempt.

- urge children to pester other persons to buy a particular product or service.

- urge children to buy those products which are listed in the third section of the regulation or to have recourse to methods of sales by correspondance or credit, whatever the terms may be.

5) The same care must be taken with regard to

adolescents.

b) This regulation, formulated and modified as necessity arises by the Administrative Council of the R.F.P., made up of 12 members (representatives of the State, the Press, the Advertisers and Agencies, the Consumers and private stations of the periphery) is further completed by "interpretative notices".

As an example, for the "Toy" sector, the interpretative notice provides, after reiterating the requirement for conformity with the standards in force and various other prohibitions concerning its relation to reality :

"...

The scenarios must take into consideration the recommendations and the utilization terms in the toy directions and not play down the degree of dexterity, the age, strength or skill required to make use of the product. In certain cases the minimum age limit for the child must be given visually and audibly.

In any case, all precautions must be taken to avoid urging children to violence or presenting children in dangerous situations or one which might cause them to act without sufficient reflection. In certain cases the R.F.P. can require the presence of the parents or a recommendation to the parents, within the message, that care be taken.

The camera angles must not produce a false impression of the toy's size, its performance nor its real usefulness. The setting used must enable a person to estimate the real dimensions or characteristics.

When a reference to price is made in a message, it must be indicated

as an absolute amount without further considerations."

(October 1975)

With regards to toys, it was observed that the opposition shown when this sector was opened did not cease and the above-mentioned regulations remained difficult to apply.

c) In addition, there is an examination prior to any transmission where a viewing committee, made up of all the parties concerned, ensures that the rules and interpretations of the Council of Administration are respected. This system, at once prescriptive and preventative, has a certain originality in that it brings about cooperation among the state powers, representatives of the advertising profession, the competing media, (press and television), and consumer representatives (I.H.C.).

2. The second body : the Bureau for the Verification of Advertising
(Bureau de Vérification de la Publicité - B.V.P.)

It is self-disciplinary, although it includes in a council three consumer representatives who act as watch-dogs over its deontological function in their capacity of private, voluntary associates. The FVP lays down recommendations, inspired, as it declares, by the ICC Code and by English and Canadian examples. The recommendations concerning children dates from March 11, 1975 and reads as follows :

I - Advertising addressed to Children

Advertising of this kind must not under any circumstances :

a) concern a product which by its nature, quality or ordinary use, ought not be put at the disposal of children.

b) concern the following categories of products :

- . pharmaceutical products
- . cigarettes
- . sweets which are not classed as normal foods, and which, being based on carbohydrates (saccharose, glucose, inverted sugar and fructose), cannot be constantly eaten between meals without harm.

c) offer sales by correspondance, on credit, bargains or correspondance courses.

d) play down the degree of ability, age, strength or agility necessary in order to use a product.

e) be likely to bring discredit on the authority, judgement or tastes of the parents.

f) suggest risky actions without giving positive caution.

g) represent a product in such a way that improper or dangerous usage might be suggested.

h) falsely suggest that the possession or utilisation of a product will give a child physical, social or psychological advantage over his fellows or that the absence of possession of the product will have a contrary effect.

i) invite children to meetings organised in the interest of advertising, these interests being foreign to them.

II - Advertising addressed to Adults

a) Advertising must not urge children to exert exaggerated pressure on their parents, asking them to buy certain products or services which

are not meant for children.

b) Advertising must not lead children to make judgement on a product, piece of equipment or service which they are unquestionably incapable of assessing.

N.B. : Following actions taken by representatives of the consumer organizations before the Board of Directors, the R.P.V.'s actions were published as well as the sanctions applied for violations of the recommendations.

The above-mentioned recommendations presuppose great vigilance in their application. As is also the case in Great Britain and the Netherlands, application depends in part on value judgements. Of course, and as the Dutch Advertising Code indicates (point 12), these recommendations, like the provisions of the code, must be applied to the letter and also according to the spirit in which they were drafted.

BELGIUM :

There are no televised advertisements in Belgium but, of course, broadcasts are received from the surrounding areas.

There is no law concerning children and adolescents. However, specific texts prohibiting advertising of medicines in newspapers for children and the direct advertising of tobacco aimed at children do exist.

There is also an Advertising Code, produced by the profession, dating from 1968, in which Articles 10, 11 and 12 concern advertising for children.

Twice at least, in 1972-73 and in 1976, the regulation of advertising, and consequently, of advertising with or for children, was made the subject of an examination by the Consumer Council, an official consultative body which includes not only consumer representatives but also those of industry and trade. It seems that the representatives of producers and distributors wanted to preserve the voluntary Code of Deontology as it was while the representatives of the consumers insisted on the necessity of compulsory regulation.

LUXEMBURG :

Luxemburg refers to the regulations drafted by the Régie Française de Publicité among others.

IRELAND :

There are no laws in Ireland with regard to advertising with or for children.

The only code that exists is a self-regulatory one which provides the following with regard to children :

- advertising aimed at children must not contain, by illustration or any other manner, any element which could cause physical, moral or mental harm or exploit their credulity.

However, there is talk of drafting a law regarding fraudulent advertising and a body based on that of the ombudsman.

These are thus measures concerning advertising in general and not specifically with regard to children and adolescents.

DENMARK :

Denmark possesses unique institutions, i.e., the consumer ombudsman. As of May 1, 1975, advertising was placed under the control of the state and is checked by the ombudsman. The latter refers mainly to the International Code of Advertising Practices of the I.C.C. in questions of interpretation of the legal provisions regarding advertising.

It takes direct action with the author of the advertisement to request that he, if necessary, conform to the practices of honest advertising. It can also take action through the courts in Copenhagen in order to give the author formal notice.

COMMENTS :

What can be said about and what information can be drawn from the above?

This is simply an inventory and description of the prohibitions and simple recommendations concerning advertising and its relation to the child.

Intellectually and logically, it would be satisfactory, within the scope of this survey, to try to compare the prohibitions and recommendations among themselves in order to determine the reasons why they were drafted as they stand and also to appraise their effectiveness.

Obviously the legal regulations, in the widest sense of this term, here extended to simple self-control recommendations, change according to mentalities and customs which change themselves because of technical progress. Moreover, technical progress causes situations to arise which should be mastered according to a certain conception of mankind and society.

The phenomenon of advertising, by using modern techniques of promulgation in order to attain commercial objectives is faced, in its expansion, with this type of problem. The advertisers, advertising agencies and marketing experts as well as the leaders and managers of the media would be wrong to consider the questions being asked about advertising as based on other motivations.

To illustrate this we can note that all the regulations and recommendations are recent and that, also, for the most part and, at least, the most specific among them, were caused by advertising's being introduced

on television. We will come back to this point. We must distinguish between what concerns general regulations (1) and its effects on advertising and the child and, on the other hand, what constitutes a specific provision for the protection of the child as target, prescriber or argument.

1 - Concerning texts having a general impact, the beginning of this survey indicated that they could be examined regarding their application to children. This is mainly a question of, besides specific laws with regard to certain sectors (alcohol, tobacco, pharmaceuticals, etc...), misleading and unfair advertising.

We have already indicated that there was no reason to go into an examination of legal regulations set up in the field nor their evolution. It was also noted that, by condemning all advertising which tends to "mislead" and, above all, unfair advertising, we are led to make a comparison between, on the one hand, the prohibition of advertisements based on feelings of fear or guilt and, on the other hand, certain of the above-mentioned recommendations which constitute just so many approaches to limit, if not advertising, at least its using arguments stemming from moral pressure (fear, responsibility, etc ...).

Within this context, it would be interesting to know under what conditions, which can undoubtedly only be conditions for cases in point

(1) The word "regulation" is taken here in its most general meaning and not as a legal term meaning necessary requirement and sanction.

(case by case), The Danish Ombudsman learned about advertising regarding the utilization of children and the decisions that it made under such circumstances.

However, since televised advertising is not authorized in Denmark, it is easier to understand why advertising messages - some would say advertising aggression - are less highly developed in this country as opposed to those in others which have advertising images and scenarios.

Another research project would be interesting even if it produced negative results. It would be on English legislation beginning with the Fair Trading Act of 1973. We refer to this text now because it is ordinarily quoted as a means of controlling trade practices. Without defining new infractions with regard to unfair competition or fraudulent advertising, the Fair Trading Act can be considered a specifically British legal document, in its content as well as the adaptation mechanism it provides for, such that it has been written that it makes "a new contribution to the string of national regulation and seems to be an idea which can be used for the future regulation of advertising on the international level". The British law provides for a mechanism through which new infractions can be defined by the Secretary of State for Trade and Industry.

This mechanism provides for the intervention of the Chairman, of the Consulting Committee or of the Secretary of State in regard to trade practices "which cause or might cause consumers to be misled or confused with regard to the nature, quality or quantity of products or services, mislead them relative to their rights or obligations, submit the consumer to abnormal pressure or which might cause the consumers to make

inequitable transactions." (1)

The authors of the survey consider that the regulations with regard to advertising and children can seem to be quite foreign to a law which was written, in the beginning, because of preoccupations with unfair competition.

However, it has been observed that laws and regulations are no longer merely concerned with unfair practices between traders and manufacturers. Market mechanisms show that the consumers' interests are protected.

Thus, with relation to advertising and children, the question can be raised whether problems encountered today should be resolved within the framework of general laws and regulations or by specific texts.

2 - It was also noted that certain recommendations concerning children are for all the media and others are exclusively for television.

Among the former we note the Code drafted by the International Chamber of Commerce which most countries refer to and which often serves as a reference for the courts. It would be useful to know whether, as noted above, this reference is used not only for "misleading", "fraudulent", "unfair" advertising but also concerning Articles 12 and 13 on children. Of course the records of application of these two texts, supposing that they were registered by the International Chamber of Commerce or by some other entity, would also be interesting.

(1) Thieffry - Fraudulent Advertising and International Law ; the Future of Advertising and the Law, National Foundation for Company Rights, 1976.

Still in relation to the texts having a general scope, i.e. all media, with the exception of television (1), the recommendations of the Advertising Verification Bureau (B.V.P.) in France are interesting with relation to their application and effectiveness.

The recommendation concerns, first, advertising aimed at children and, second, advertising aimed at adults (using children). According to the French tradition, it is short since it states concepts which correspond to acquired experience or to probable developments in advertising messages and their motivations.

Above all, the B.V.P., influenced by the consumer representatives within its board, decided not to keep secret the decisions made for correction or prevention or those which were sanctions in character. Since the recommendation dates from March 1975, it is still too early to produce a significant application record.

Since we have quoted the two recommendations above, that of the I.C.C. and the B.V.P. (France), we must also cite a text which is general in scope but which has a completely different character since it is legal, i.e., the Dutch legislation on advertising aimed at or using children. But, here again, there is still not enough information on its application. However, they did inspire certain texts in television advertising and influence their uses.

3 - As was noted, it was televised advertising which gave rise to the

(1) In France, the Régie Française de Publicité oversees advertising on television and checks its contents.

new protective measures concerning the consumer and, more precisely, the family within its life style on the level of the household economy and intra-family relations.

A first observation stands out. Distinctions are drawn between countries which authorize televised advertising and those which do not allow it. Belgium and Denmark did not need recommendations. Following their examples, the question has been brought up whether to eliminate televised advertising in the other countries. A Conference was held on this subject in Brussels for consumer representatives in December 1976 and the opinions recorded were divided according to country.

This divergence of opinion is a result of the different experiences and different emotional reactions in the countries in question. It could be a result of either the style or the more or less bold manner of the advertising in each of the countries or even of the way this advertising is received and the actions of family or women's organizations, in particular, with regards to children.

Advertising style has great importance. The word "style" is used here to include subjects, situations, images, dialogues and motivations. In fact, it differs from television station to station which consider them as a public service (eg. : France) or a private one, which does not exempt them from being subject to recommendations and control (eg. : United Kingdom). They also differ according to the habitual means of expression which springs from the culture and tendencies to more or less respect private life. In other words, the motivations and the means through which advertising tries to reach or "implicate" the viewer are more or

less sophisticated. They can reach an intolerable point which is demonstrated by advertising spots which have been refused and also, alas, accepted for the television screen. A preventive control provides a means of obtaining a certain idea of what certain advertisers propose and what is judged acceptable or not on the basis of a set of regulations. (1)

We can thus wonder whether the necessity of regulating is not a consequence of the sophistication of the messages and the orientation of the advertising and its objectives towards seduction and influencing the behavior and, at the same time, the very nature of the television medium.

Thus, the access given to advertising on the television, a new and powerful medium, enables advertising to develop its techniques for seduction and poses many problems. As far as children and adolescents are concerned, Great Britain and France, merely to cite two examples, tried to resolve their problems each in a different manner, either by a text providing for many possible situations or by prior screening of the spots. It would be interesting to be able to compare the results obtained by each of these methods. For this, these results would not only have to be available, which is not the case, but the organizations responsible for the application of the recommendations and regulations would have to participate in this examination. We hope that it will be possible to unite them with others in the near future.

This being the case, we cannot ignore that their role has been useful while televised advertising was just beginning and ambitious. A

(1) E.g. : Régie Française de Publicité in France.

report on the length of broadcasting times and the hours has not been given here to avoid beginning a new chapter in the survey, which would be more appropriate in a survey on advertising in general, and this was done intentionally. However, the question of whether such and such a sector, should be examined, toys for example, has been discussed. We can not go into certain sectors without taking certain precautions due to the necessary requirements of the messages.

As a result, televised advertising aimed at and using children becomes subject to an accumulation of protective regulations. These texts are so short that the Code of the International Chamber of Commerce (a.13) does not take full account of them.

In fact, the Régie Française de Publicité, whose regulations, according to the French tradition, are based on concepts, had to work out a legal system case by case because it provides for a Screening Commission which makes judgements based on the story-boards and the films they represent.

The British regulations are more descriptive and are generally thought to be respected, considering the type of messages proposed by the profession, but are also subject to criticism. Among the interviews with mothers which were quoted and appear in the appendix, one of them, after learning of the long series of provisions contained in the regulations, said that if all the regulations were applied, not all the messages broadcasted would conform to them.

The authors of the survey planned to make up a comparative table of recommendations and regulations which were successively cited in this

chapter. This table would have had little significance because, first, only certain countries have drafted this type of text and, second, these recommendations are only significant insofar as they can be utilized and have an effect with regard to the type of advertising used in this country in particular.

A comparative examination of the texts should be performed by the consumer representatives, advertising professionals and the representatives of the concerned medias (television) brought together for this purpose.

It could be considered that, unless advertising aimed at and using children is prohibited on television, regulations should be enacted provided, however, that they can be drafted and respected.

IV. CONCLUSIONS

FINDING SOLUTIONS :

Each of the preceding chapters contains suggestions which need not all be repeated here. The reader need only refer to the various parts of the survey.

It would be more reasonable to make a report, give the points of view, formulate questions, propose means of reasearch, expand the participation in this research in the professional groups and in the media and bring cases before the courts in the countries and communities in due time.

1. - Are the regulations and codes of good conduct and self-control presented in the preceding chapter capable of eliminating the excesses observed in the expansion of advertising regarding children and adolescents?

Or, is the matter to be considered the very idea of advertising aimed at them?

The contents of the regulations and the professional codes sufficiently demonstrate that, in order to conform to them, the advertising profession, taken in its entirety (advertisers, advertising agencies and media), as well as marketing efforts, must resist the temptation of using methods and techniques of seduction which are available to them and which they could use rashly or even abuse. We are therefore concerned with the role of advertising in the economics of the marketplace. This question cannot be avoided for long. The relationship between advertising and children, in the manner in which it is used for commercial purposes which

may or may not be considered an element of a certain economic growth, is a good approach to an examination of the advertising phenomenon.

At the same time, we can give the formula used in the American system which resolves problems through the F.T.C. (Federal Trade Commission) according to the following principle : "when the consumer purchases on the basis of faulty information and his demands are not satisfied, his skepticism concerning the information received increases and the market no longer operates properly." It is possible that, if advertising which exceeds certain limits is repeatedly questioned, the effectiveness of advertising in general could be decreased. In particular, the authors of this survey do not believe that these questions, contained in the first part of the survey, at least with regards to children, will die out like a passing fashion and that everything will be accepted as was stated quite frankly by a spokesman for one of the leading media in the Common Market countries.

On the other hand, we note with interest the statement, in the form of a commitment, that advertising consultant agencies which are members of a well-known association in France have put on posters which appear on the walls in the French capital : "No more hard sell."

2. - Some professionals who are conscious of the power of advertising and its limits have taken up their responsibilities concerning children and adolescents, in particular, within the family group. One of them published his considerations in a text which is here reproduced in part, based on a free translation.

We believe it deserves to be mentioned.

In the author's opinion, there are three stages to be considered :

a) The psycho-social environment

We cannot ignore that even advertising aimed at adults effects the entire family. In the child's mind, advertising creates an image of the adult's attitudes, lifestyle and values. He does not analyze but reacts to the message. At this first level, the advertising professionals are responsible.

b) Advertising using children

The image presented to the child creates a conflict between reality in his family and advertising which idealizes.

c) Advertising aimed at children

By using adults to sell to children, the adults' attitudes could create contradictions with the parents' real attitudes.

A double-authority could be created :

- . that on the television which flatters the child,
- . that of the parents who do not have the means or do not want to buy a certain product for the child.

If the child actors are used : What values are they given to assume in their attitudes among themselves? What social values and what roles are encouraged in the representations of girls and boys, children and the family or children and society?

Apparently identical preoccupations were discussed in the survey which was already cited on "consumer reaction to advertising" with regard

to two aspects (1). First is the child's formation and his "socialization" as a consumer and advertising plays a part in this. Second is the fact that messages aimed at children "raise the entire problem of relationship and communication within the family group." But, in the article cited, the research tends to determine, on one hand "how children of different ages and from different social groups influence their parents", and, on the other "what stimuli are capable of providing the necessary means for this tentative influence".

It would be interesting to compare these two efforts. The first is the result of a responsible attitude and the second springs from entirely commercial considerations. This second attitude is brought out at the level of irresponsible techniques, considering their consequences and end results. The two attitudes should no longer be ignored.

For this reason, it is to be hoped that the representative professional organizations join in to consider these ideas. Conflict, it has been said, usually leads to negotiation but does not exclude regulation.

3. - This research would be first to become aware and then to report. It should include an examination of advertising documents themselves, including television spots. It should also be done using records established or to be established on the application of the recommendations and self-control actions taken.

- The means should be put at the disposal of family and women's organizations, in particular, which are the most concerned, in everyday life, by these problems, so that they can increase and expand their

(1) Ward, J., Consumer Socialization, cited in the *Revue Française de Marketing*

surveys and expressions of their opinion.

- In fact, the problem is whether the advertising profession, as a whole, can adopt an attitude which is compatible with the respect which must exist for the child's personality and that of the adolescent and, more generally, respect for people. What is in question is psychological action intended to modify behavior and conduct. Actually, the child, whether as a target, prescriber or argument, makes his entrance into the "consumer society" with regards to goods and services intended for him as well as those offered to adults. We have seen that it was considered desirable that he not be seen or heard in these roles that he is made to assume (Netherlands).

- The argument that it is up to the parents and educators in general to take action on behalf of children and adolescents by playing a protective role does not stand up. Those who hide behind this kind of reply evidently are not familiar with the requirements of everyday life and the conditions existing in and around the family except for those who belong to a privileged socio-professional group. They also do not know, for example, regarding television, that the time spent watching television is highest for young people (5 to 12) and that this is especially true for families in which both the father and the mother work outside the home and where other sporting or cultural recreation is not usually available. In fact, this argument, which shows the irresponsibility of those who use it to justify any abuse, leads to positive actions which should, on the contrary, be taken and strengthened even if advertising aimed at young people changed in tone or purpose.

- Prohibition of televised advertising using children remains a possible solution (even for those who admittedly are not in favor of total prohibition of advertising on this medium) because of its place in family life and the uncertain effects of regulations which would be difficult to control at least in certain countries.

- Another solution would be to give the concerned organizations the right to prohibit either according to circumstances and aimed at certain written or spoken messages and advertising spots or in a more general manner to permit objective developments.

- But, in general, the little time television devoted to informing children is deplorable. This remark is addressed to those responsible for television programs. We mention this while emphasizing that, for radio and television more than the other media, formation and information cannot be dissociated from advertising such as it appears on the screen if we put ourselves in the viewer's place, especially the child's.

From this point of view, it is noted that, compared with the sector of goods and services on the market which are advertised in all the media, that of collective goods and services is rarely offered and explained to the viewers, especially children. However, this sector offers their parents, and themselves, an important solution for their hopes and needs regarding education, health, transportation, social services, sporting goods, culture, etc. This varies according to country but is important everywhere. Advertising which concentrates entirely on marketed goods and services and neglects information "outside the market" helps to create an unbalanced attitude against collective services which, however, fulfill basic needs for the most part.

It is true that the existence of television stations, for at least certain ones, depends on advertising income, more or less, but often this dependance is relatively high and can even be extremely important.

The education and information of the consumer, indispensable to the market economy, has not developed sufficiently to ensure the essential balance. The education of young consumers is the basic element in the protection of the consumer's interests.

In conclusion, the examination of advertising with the degree of growth it has reached today and the rejection it too often encounters is something which does not concern advertising and advertising alone. With regards to children and adolescents, the question is whether production, distribution and advertising are each, and together, ends in themselves. The child, the adolescent and the adult are more than just consumers ; they are people.

The commercial powers, using the vast resources at their disposal, erode the value structure and turn everything towards themselves.

"The improvement of everyday life" also depends on fairness in advertising and respect for the personalities of those who receive it.

COMMITTEE OF FAMILY ORGANIZATIONS
IN THE EUROPEAN COMMUNITIES

C.O.F.A.C.E.

SURVEY

on

ADVERTISING and CHILDREN

- Preliminary note (on a motion of the legal and economic
centre for consumer studies - C.E.J.E.C.)
 - . Presentation and contents of the Survey
 - . Questionnaire

C.O.F.A.C.E.

ADVERTISING AND CHILDREN

Motion of
questionnaire and
inquiry formulated
by the C.E.J.E.C.

The contents of the Survey and the method proposed are divided
into three parts :

- I - General observations
- II - A/ Aim and contents of the Survey
B/ Regulation or self-discipline of professionals
interventions of consumers and their organizations

I - GENERAL OBSERVATIONS :

A/ Advertising is a matter of controversies.

1/ Advertising, as an important element for the promotion of
products, services and sales in market economy and mass production, has
grown constantly and is now considered a NECESSITY by producers (ad-
vertisers).

It disposes of powerful means.

It holds a place in the commercial strategy of the market and
of competition thanks to the means at the disposal of advertisers
(producers) and publicists (agencies and advertising consultants) -
Financial and technical means - It is in itself a profession and
an area of competition.

With noticeable differences from one country to another, it has

laid claim to a three-fold role - economic, social, even cultural. Thus it claims to be not only a means of promotion for sales, but also, according to the publicists, the means of assuring a function which is beneficial to growth and to the liberal economy in general.

2/ The growth of advertising is secured by very important means and considerable assistance from the mass media which it partly finances to such an extent as sometimes to call in question the independence of those who profit by it.

- The economic and social effects of advertising are not yet very well known. But there can be no doubt as to the power it has, on the one hand over the media it uses (written and spoken press - radio and television) and on the other over the behavior of consumers and the organization of production in favour of certain products and services.

- This power has created defensive reactions that are still limited (except for preventive measures in countries such as those where advertising on television is not allowed).

In the different member countries, the public authorities as well as consumer organizations have sought to obtain advertising which is not disloyal. The public authorities first intervened in the interests of producers and advertisers to prevent unfair competition. Only later - it is the same with advertising as with so many things - have they been concerned to protect the consumer against the effects of disloyal advertising. Legislation has tried to be more and more precise to keep pace with the developments in techniques of communication.

- The idea of a policy for the Community which is now undergoing study is obviously timely. It is all the more urgent in that

advertising, like communication, has no boundaries. The use of certain media, radio and television in particular, and the development of techniques have given to advertisers and advertising agencies possibilities of transmission which are international and world-wide. This situation calls for a defensive counter-action.

- Thus, within the Community, consumers and their organizations are directly concerned by the regulation of advertising (where such regulation exists and has been proved effective, whether it be legal or self-disciplinary). There is an identity of interests among European consumers which must be stressed.

- The preceding observations are purposely concise. Many aspects that have been evoked would require further developments and specific studies. These considerations have been thought useful as a prelude to the study of one aspect which must constitute a priority for organizations representing the family group of consumers : advertising and children.

B/ CHILDREN IN ADVERTISING AS TARGET AND AS ARGUMENT :

Advertising, which aims at maintaining or creating markets and selling, attaches great importance to the choice of its targets and arguments.

Children - defined here as babies, young children and young adolescents - are used by advertising, more or less directly, with products or services - objects of the advertisement - as TARGETS, PRESCRIBER or ARGUMENTS :

- As TARGETS (baby food, clothing, furniture, education, school supplies, toys, and so on).

- As PRESCRIBERS, intervening to determine the choice and

consumption of adults (food, cleaning materials, and so on ..) with or without advantages such as gifts for children.

- As ARGUMENTS, playing directly or indirectly on adults' feelings or sense of responsibility (food, health, education, insurance, and so on ...

The use of children is most apparent in television advertising. Where these messages are allowed, excesses have engendered a protective and defensive reaction against the exploitation of parents' feelings. This reaction should protect advertising (advertisers and agencies) against itself by modifying a form of "creativity" which if unchecked can exploit children by playing on the feelings that bind parents and children and the family in general.



II - PROPOSALS - AIM AND CONTENTS OF THE SURVEY :

A/ Report - Inventory

1. DESCRIBE the advertising fact and its evolution in its use of children.

- as TARGETS (goods and services destined for children)
- as PRESCRIBERS in the advertisement (children as advertising agents)
- as ARGUMENT (behavior and responsibility of adults towards children - social prestige - appeal to motherly or fatherly conscience - children's future, and so on ..)

There is effectively :

- a market of goods and services destined for children (young

children, children, young adolescents).

- a competing advertising strategy which is always on the alert, and consequently advertising arguments appealing to the conscious and the unconscious, to reality and dream, playing with all the feelings that have or have not any connection with the product or service to be sold.

2/ DISTINGUISH according to the media : placards, written or spoken press - television, personalised advertising (letters) and so on

For example, it may be noted that French television advertising uses children in 25% of its advertisements.

CONSTITUTE a file with characteristic examples, such as newspaper cuttings, relations of spoken advertisements, story-board, and references of advertisements broadcast on television (dates, advertisers, collective advertisements, and so on)

3/ ADVERTISING STRATEGY

Psychology and motivations of advertisers and advertising agencies with regard to the use of children. To be compared with other themes (the feminine, the masculine, social prestige and objects as its symbols, the unusual, the untamed, the genuine, and so on ...)

How are advertisements using children felt by people at large, parents and family organizations, parents' associations, educators, sociologists and public services?

To get answers to these two questions requires interrogating the persons concerned and hearing their opinions.

We must in particular find out whether the problem to which the

the present study is devoted has already been the object of inquiries or meetings. And, if so, give references and reports and produce the relevant documents, if they be of real interest.

B/ Regulation and self discipline

1/ Is there a REGULATION concerning the use of children in advertising?

a) It can be either a specific regulation or the result of a larger regulation concerning advertising in general or the use of infants in show business for reasons of health, security or any other reasons.

If this is the case, references and analysis are required, with details as to the motivations and conditions under which the regulation has occurred (government initiatives, parliamentary debates, etc ...). If necessary, the media and supports concerned should be explained.

b) Is this regulation disputed?

If so, why? and by whom?

In those countries where advertising on television is now forbidden, is there a tendency to make distinctions (targets, arguments, areas of the market to be opened or encouraged)?

2/ Professional SELF DISCIPLINE and RELATIONS with the consumer organizations

This section of the Survey does not relate to children alone. Where self discipline and relations exist they are likely to concern all advertisements. Yet there is specific information concerning children and there are certain reflexions to be made.

a) Where a professional deontology does exist, the conditions in which it has been concluded should be given and an analysis of its contents, with the texts relative to children, and the clauses of application, stating clearly whether the consumer organisations and public authorities have contributed or not to the framing of these deontological regulations (for example, the Code of Television Advertising in France).

b) Where self discipline and relation and concertation with the consumer organisations exist, a description should be given of the institutions and procedures decided upon, with or without the intervention of the public authorities.

c) What are, in the opinion of professionals (advertisers, agencies, media) and that of consumer organisations and the public authorities, the future chances of regulation, self discipline and concertation with the consumer organisations ?

What are the conditions for progress in this field ?

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As a complement to this Survey and to situate its conclusions in the general context of production and needs, the two following questions can be asked :

- What are now the relations between advertising and information ?

Is there a relation between the efforts made in favour of the education and information of the young consumer on the one hand and advertising using children and young adolescents on the other ?

- How, from the point of view of needs, particularly in a mixed economy (market goods and services) can we judge advertising solely in the interests of market goods and services, especially advertising aimed at children or using children ?

Finally, the reports, of the proposed Survey and of the Preliminary Programme of the Community for the information and protection of the consumer (April, 1975) must be brought to general attention. The Survey must provide improved knowledge of the problem it is concerned with and permit conclusions to be drawn as a prelude for action in concert with the different chapters and priority actions proposed in the Programme.

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BELGIUM

FAMILY LEAGUE

127 Rue du Trône

BRUSSELS

APPENDIX 2

"ADVERTISING AND CHILDREN" SURVEY

- 1. Results of the survey**
- 2. Methodology (review)**

1. Results of the Survey

a) Type : on the whole a very clear tendency is noted towards using the child as an argument (Fig. 2) : 56,53 % of advertisements do this. The child is targeted as the consumer-buyer in 19,06 % and as an prescriber in 24,3 %.

b) Age : The highest percentages are found in the 5 to 9 and 9 to 13 categories which total 52,16 %. Thus, more that half of the advertisements are concerned with the 5 to 13-year-old group (Fig. 1). On the other hand, youngsters and teenagers only represent 14,03 % (13 to 18 yrs.). However, this could be because the relative weight of the arguments is higher and that the arguments apply to younger age categories.

c) Age and Type : In the consumer-buyer area, two peaks are noted at 9-13 and 16-18 (Fig. 3a). This could appear disconcerting when it is considered that purchasing power would evidently be a function of age and that the consumer would be solicited proportionally. Nevertheless the following hypothesis can be set : products offered to the 9-13 group are less expensive but more numerous ; this seems to correspond to Table 5. In fact they are offered mostly sweets and snacks.

Also, the amount of advertising which is aimed at all ages is minimal (0,58 %), which seems to indicate that advertising is aimed at specific targets (total "all ages" advertising represents 11,81 %).

The child as prescriber : Graph 3b clearly shows that an prescriber is mainly used for the 5-13-year-old group, 83,02 %. For the 0-5

year-old group, the explanation can be that the advertising must, in general, be read (it must not be forgotten that advertising also has a visual impact).

For adolescents (13-18), we could say that the advertiser can be more certain in addressing the young people directly and thus avoiding any possible interference on the parent's part or, also, that the "prescriber" mechanism is harder to fit into the framework of parent-adolescent relations.

The "arguments" curve is a regular one, progressing constantly to the 5-9 group (31,1 %) and then decreasing (0,59 % at 16-18). However, a sharp drop must be noted from 5-9 to 9-13. If we add up the percentages for the first part of the curve (up to 5-9 inclusive), the total is 68,5 % while, the second part (up to 16-18) only represents 14 %. This clearly indicates that there is an increase mainly for children under nine. Let us also note the amount of advertising with no specific target, i.e., 17,51 %. This peculiarity can be explained by consulting Table 9 which shows that the argument most often used is "safety, comfort, health". Since the fulfillment of a basic need (safety) is involved, any age group can be the target and the advertiser can be sure of results.

Conclusions :

1. The child is often used as a sales argument.
2. Most advertising is for the 5-13 age group.
3. The consumer-buyers are mainly adolescents.
4. The child-argument is used mostly for the younger children.
5. Prescriber : This method is used mainly for the 5-13 group
(In general, it corresponds to primary education).

2. Type and products

a) Products : As a whole (Table 4), the products which represented the highest figures were : food products (15,49), games (11,92), clothing and shoes (11,59) and sweets and snacks (10,59).

The figure for sweets and snacks, which are hardly basic necessities, must be noted. The "games" item should not be accorded great importance since a part of the survey was performed during the end-of-year season and the feast of Saint Nicholas (equivalent here of Christmas).

In the lower figures we find beverages, school supplies, books and magazines, radio and photo articles, mopeds and motorcycles.

Let us also note that advertising of school supplies is also seasonal. The average figures represent "cosmetics, health and hygiene" products (8,47). However, since this product category is aimed in general (we can at least project) a specific public, it would be more interesting to draw conclusions when the figures have been analyzed by type.

b) Products and types

NB. : Legend : B beverages ; F sweets and snacks ; S school supplies ; L/R books and magazines ; T tobacco ; B/S/H cosmetics, health and hygiene products ; R/P radio, photo ; V/C clothing, shoes ; A food products ; C/M mopeds, motorcycles ; J games ; D miscellaneous ; E cleaning products.

Consumer-buyers : Among the products offered, we note four leaders, sweets and snacks, followed by cosmetics, health and hygiene products, books and magazines and finally, school supplies.

It might be interesting to note that certain products recur within the same category. For example, this is the case for cosmetics, health and hygiene products. Many beauty creams and sanitary napkins fall in this group. Most magazines for youngsters (Hit, Podium, etc...) come under the heading "books-magazines". In other words, it seems that these are products which are specially made for young people and not common products which are simply offered to young people.

Also, these leading products, which total 51,38 % are characterized by the small investment they represent and the fact that they are bought mostly out of habit. In other words, they do not require savings and are purchased periodically.

For the rest of the products, there is no market trend.

Prescribers : (Table 5b) : three peaks : games (29,35) food products (21,1) and sweets and snacks (17,4).

Concerning games, we are tempted to explain their peak as a result of the approaching Saint Nicholas feast. A remarkable figure : sweets, snacks and food products represent 38,53 % of the total. It would thus seem that the stomach is a sensitive point for the prescribers.

Argument : (Table 5c) : Two types of products predominate, food products (18,11) and clothing and shoes (16,33).

It must be noted that in the first category the products rarely involve children (at least not directly). We have the impression that the child as sales argument is used a bit to sell everything or, at least, his presence does not detract. To support this impression, you will find below a list of some of the products in the "miscellaneous" group : tires, savings, bird seed, sanitary fixtures, natural gas, prefabricated buildings, bedding, cars, fabrics, rugs, cat food, furniture, laundry detergent, fabric softener, wax, etc...

Cbthing and shoes, however, are more specifically for children.

Conclusions :

1. Of the total, the product most frequently promoted are food products, games, clothing and shoes, and sweets and sancks.
2. The main products offered are :
 - to the consumer buyer : sweets and snacks, cosmetics, health and hygiene products.
 - to the prescriber : games, food products, sweets and snacks.
 - for the argument : food products, clothing and shoes.

3. Types and publications

a) Publications

Four kinds of publications stand out from the group : women's weeklies (28,31), family weeklies (18,62), weeklies for young people (13,82) and other monthlies (12). (See Table 6a). What is striking is that these are not magazines primarily meant for advertising, i.e., their basic purpose is not to advertise.

Also, when the advertising-oriented magazines are grouped on one side and the rest on the other, the tendency becomes more marked. (Table 6b) 85,9% against 14,08. The press thus remains a special means of advertising.

NB. : Most radio and TV advertisements cannot be used, either because they are presented out of context or because they do not contain the elements necessary to classify them.

Also, we believe it worthwhile to define two other groups (Table 6c), advertisements using publications exclusively intended for young people (monthlies and weeklies for young people) and other magazines. We note that the first group takes charge of one advertisement out of five. This proves, among other things, that publications for young people are a completely reliable means of advertising since they have a great impact.

b) Type and magazine (Table 7)

Young consumer-buyers are reached, in decreasing order, by weeklies for young people (30,99) monthlies for young people (20,23) and family weeklies (18,71). This, again, strengthens the supposition

that the young consumer-buyer is specifically targeted since the magazines themselves are aimed at specific targets.

Prescriber. We find, as above, weeklies for young people (28,36) and family weeklies (19,26).

Women's weeklies (21,1) and Radio-TV (13,76) become significant.

It appears normal that the weeklies for young people retain the lead inasmuch as the product is intended for young people. The Radio-TV thrust is 90% due to games (Saint Nicholas period).

Arguments : the unquestionable leader is women's weeklies (38) followed by other monthlies (mainly women's) (18,7) and family weeklies (18,3). This clearly shows the connection between the magazine and the type of target (the mother through the child).

Conclusions :

1. The highest concentration of advertising is found in publications not devoted to advertising. Publications which are intended specifically for young people carry one advertisement in five.
2. The consumer-buyers are targeted by the "young" publications ; prescribers are aimed at by more diversified media. Arguments are mostly the prerogative of women's publications.

4. Type and motivation

a) Motivation (Table 8)

NB. : Legend : JEU ludic instinct ; SEX sexual instinct ; MAT maternal instinct ; PAT paternal instinct ; SUP/DOM superiority, domination ; IDE/IMI identification, imitation ; GRO group, social instinct ; SEC/CONF/SANTE safety, comfort, health ;

SEP/PLAIRE seduction, pleasure ; SUC/REUS success ; LIB/EVAS liberty, longing to escape ; PRI/COL/CONC prizes, collections, contests ; GOUR desire for sweets and snacks ; FAC/RAP easiness, speed.

The motivation "safety, comfort, health" is considerably ahead being used in one advertisement out of four. The next one is "easiness, speed" with 12,61 %. This is indicative in that these two motivations (which total almost 40 %) are based on values which are considered basic to our society (safety, comfort, speed). Through its impact, advertising strengthens this value system. This seems particularly important in a survey of "young persons". Children are conditioned by advertising to a value system ; this same advertising will reach out to them later on through the value system. In other words, it lays the groundwork for later actions.

The position occupied by snacks and treats must also be noted (9,36). A comparison should be made with Table 4 which shows that sweets and snacks represent about 10 % of the selected products. Next a group of motivations of relatively close values is found in a range which goes from $\pm 7,5$ % to $\pm 4,5$ %. It would be nevertheless risky to draw conclusions for the total with regards to them since each is specific to a type.

b) Motivation and type

Consumer-buyer (Table 9a) : The motivations seem relatively well distributed. However, we note that desire for treats and snacks (15,3) is in the lead followed by safety, comfort, health and prizes, collections, contests.

Prescriber : (Table 9b) : games (16,72) predominates ; this is normal given the time of year. However, this shows that parents not only pay the costs but are also the objects of "toy" campaigns. The question arise, "Why don't producers and advertisers orient their efforts towards the consumer-buyer ?".

The reason is undoubtedly a question of means. The producers sell their wares for the highest possible price but the resources of the young consumers of these products are relatively small ; the solution is therefore to speak to Mom and Dad.

14,63 % use package offers (prizes, etc...). This goes well with the logic of the consumer system. The advertisers know that young people collect things (especially when the prescriber's age is 5-13). Thus a little gadget is offered and Mama "only" has to buy the product to get it.

Let us note that the law on trade practices forbids, theoretically, these package offers ; unfortunately, there are exceptions.

Argument (Table 9c) : two out of five advertisements use "safety, comfort, health" in their appeal. In the end, this sensitive chord is very much, in this case, like the maternal instinct. Isn't to provide for the child's safety an imitation of the real mother's

behavior ? Subsequently it is observed that almost half of the advertisements (39,46 %) appeal to this basic instinct. This constitutes a striking example of an invasion, an unhealthy intrusion of advertising into the public conscience. It does not hesitate to appeal to such an instinct to sell, really, any product at all. We note also "easiness, speed" which represents 17,51 % and which is used mostly for cleaning products.

Considering the conclusions, the survey should now be extended by an action. The problem is a difficult one since, besides obvious abuses which are covered by the law, advertising delights in an almost unfathomable subtlety. In fact, through this survey, we have succeeded in developing a system of perceiving advertising and we have results expressed as figures. These figures are not striking ; they do not, in themselves, indicate an unhealthy situation. Bringing ethics into the discussion would also raise another problem with limits. At what point does advertising become unhealthy ? What criteria can be taken as a basis ? The only certain limits that we have are that the advertising should not be deceptive (this does not exclude exaggeration and white lies) and that it should contain a minimum of information (but a visual image of a product is, per se, information). Between these two extremes there is obviously a wide margin.

To say, on the other hand, that advertising is not as bad as all that would be a lie considering the impression left on us by this work. But to say that it should be prohibited is a completely

unrealistic approach given the day and age we live in and the regions we inhabit.

Obviously the problem is rather complex. The situation is, however, not too bleak since many professionals are not adversely disposed to reconsidering the question and giving us their cooperation (within certain limits, of course).

Thus, practical systems for taking such actions remain to be established (a first step could be a kind of round table including producers, professionals and consumers). Also, let us not forget that this survey was performed in Europe. At this level, action is possible ; however, we would have to wait some time before publishing the results.

5. Conclusion

Points of resistance :

- we again find the question of means (human, financial, technical).
In the specific case of this survey, however, it is less acute since the limits were set at the beginning and an extension of the research would not have made it richer.
- also, this research was quite original by method. This implies, from a technical point of view, that it is difficult to refer to a model, a structure which has already been tested, and thus we are faced with a whole series of small problems inherent in a "prototype".

- the very subject of the survey (vague, almost by definition) render the results less evident and less demonstrative of a de facto situation.

Supporting points :

- The consumer service can count on clubs for these surveys. This is an extremely valuable collaboration for data-gathering as well as analysis. (in the end, the richness of the survey depends mainly on this last aspect.)
- once again, we greatly appreciate the documentation contributed by the library of the secretariat. Without it, it would have been practically impossible to produce the introductory note, given the time available.
- the good relations which exist between those in charge of the service and the consumer organizations are an important factor for success, since each does their best (there is also a certain rivalry among the organizations...).

The specific character of the League is, in the end, the entire survey ; the subject treated, the method used, the help of the consumer organizations, the very principle of performing a survey every year and the manner in which the results will be used.

METHODOLOGY

1. Framework

1.1. Reason for this choice

-1 The League's theme for the year is "For a Society open to children" : from this general point of view, the consumer service considers the child as both a member and victim of the consumer society. The survey was performed within this general framework.

-2 The COFACE is performing a survey on the subject ; it requested that the League perform the part in Belgium.

-3 The subject is put on the program for the C.R.I.O.C., of which the League is a member. Also, the Consumer Council is taking up the problem within the framework of a draft for the reform of the Law of July 14, 1971 on trade practices (in particular, with respect to the advertising aspects).

1.2. Objective

Given the role that advertising plays in the economic and social lives of young people : to break down the scientific mechanisms for conditioning that are used by advertising agencies and personnel.

1.3. Limits

-1 Techniques : the budget was limited and methods had to be adapted to this fact with the help of consumer organizations.

-2 Time : Work was begun the beginning of October and the documents were due to be returned in March (i.e., six months).

2. Preparation

2.1. Sizing up the problem

This phase consisted of researching as much information on the subject as possible with respect to the size of the youth market and advertising strategy. A summary of this work constitutes the introductory note which served as the basis for launching the survey. It contains :

1. The Youth Market

1.1. Size of "Young" population

In Belgium, in a total population of 9,650,944 (as of December 31, 1970), there were 2,289,070 people between the ages of 5 and 19, i.e., 23.71 % of the total. (8.17 % from 5 to 9 years, 8 % 10 to 14 and 7.54 % from 15 to 19).

1.2. Youth's Purchasing Power

Young people have a certain purchasing power whether it comes from allowances, salaries or payment for minor services.

For example, here is an estimate made by the Youth Fair in 1968 : 2,634,975 young people from 7 to 24 years old spent an average of 430 francs per month, i.e., an annual total of 13.5 billion. Using the index to bring this figure up to date, today they represent 23 billion francs.

1.3. How much of the family budget is for young people ?

In 1973-1974, the I.N.S. performed a national survey of household budgets. Here is some of the data :

2. Advertising strategy

The child is used to attract the customer's attention and a whole series of psychological motivations, instincts and desires are appealed to.

- As a consumer-buyer : advertising encourages the child himself to buy ; it puts direct pressure on his purchasing power. EG. : "... magnificent giant posters, full color : motorcycles, boats, horses, a simple painting or Buffalo Bill. It's easy to get yours ; just stock up on Oxford notebooks for back-to-school ..." (Hit, Oct. 76, P. 11).

"Nugatti will put your picture on 40 stamps. It's the perfect way to personalize your books, records... To sign your letters, gifts,... To identify your things... and they'll amaze your friends !..." (Spirou, n° 1983, 4-15-76).

- As a sales prescriber : The advertising appeals to the child to urge his parents to buy.

EG. ; "With Smarties, you can have fun making your own toys... Tell Mom about them quick and ask her to at least bring you the helicopter and the bulldozer. She's the greatest and she'll get you the duck and working scales too ! (Spirou, n° 1958, 9-23-75, p. 33).

- As an advertising argument : the image of the child is brought in (health, personality, beauty, simplicity, etc...) regarding the advertised product so that the mother (or parents) is convinced that in buying the product she is contributing to the child's well-being.

EG. : "Invite your child to the feast of life. With Phosphatine you can excite his curiosity, his taste, his appetite".

(Parents, n° 91, Sept. 76, p. 12).

2.2. Medium used

The publication is selected according to the desired impact. If an appeal to a certain public is desired, a certain publication is selected.

1. The Press : dailies, weeklies which are aimed at a specific public (family, women, youth, others) ; monthlies intended mainly for youths or a specific public.

2. Posters : in the street (panels, walls...) on vehicles (streetcars, buses, commercial vehicles). (In Belgium in 1974, 1.6 billion francs were were spent on poster advertising of which 0.49 billion was for lighted billboards).

3. Radio and television : advertising spots ; shows sponsored are financed by the companies.

4. Movies : Advertising shorts screened during intermissions or before the feature.

5. Printed materials : This item includes all printed materials mailed to occupants each day which are advertising-oriented : catalogs, newspapers, free bulletins, pamphlets, brochures ; personal letters, folders, etc...

6. Sky : banners behind airplanes, balloons, hot-air balloons.
7. Points_of_sale : they are the last links in the commercial chain which should sway the buyer's final decision : displays, shelves, advertising slogans, packaging, store arrangement...
8. Advertising trailers and beach contests

2.3. Building the advertising image

The way in which advertising is presented and the techniques employed are studied very carefully. There is a tone and atmosphere adapted to the child.

EG. : Wrangler "... Wrangler will make a crazy poster... a funny idea for a gift... a selection of 7 totally wild posters."
(Spirou, n° 1988, 5-20-77, pp. 44-45).

2.4. Prizes, gifts, gadgets, contests, etc...

Though the Law of July 14, 1971 on trade practices prohibits "package offers of products and services" in Article 35, it still allows certain exceptions which are found in Articles 8 and 35.

In particular, and under certain conditions, packages and containers, minor services and products, samples, objects bearing indelible advertising texts which are visible and are not found in the trade, stickers, coupons for entering contests, etc...

The companies utilize these exceptions to attract the customer and, more especially, the child who is extremely attracted to prizes. From this point of view it is significant to note the increase in offers during special periods when events occur which directly influence the child such as holidays, back-to-school, the release of an animated film, etc...

2.2. Selecting a Method

The initial idea was to do research on two levels ; the organizations gather and analyse as much advertising as possible, then distribute and collect a questionnaire on the youth market. Thus two kinds of complementary information would be gathered.

A questionnaire draft was drawn up while trying to take the greatest amount of data into consideration. However, this proved impossible to do effectively because of several reasons :

- The very nature of the essential information, would, at best, obtain a response from young adolescents and thus leave out an important section of young consumers. Nevertheless, the parents could have been asked to fill them out but this would have introduced a lot of guesswork.

- The amount of data and the relationships among certain parts made the questionnaire complicated to fill out and, also, to process.

These problems led us to drop this draft and change our outlook a bit. The method selected was as follows :

- Phase One : collect advertisements. The members of the organizations systematically gathered advertisements aimed at the young or using them.

- Phase Two : classification according to three criteria.

- type of medium : press, TV, etc...
- how the child is brought in : consumer-buyer, prescriber, argument.
- the age of the child involved.

- Phase Three : analysis : each of the advertisements is analyzed according to its contents and the emotions it appeals to. As much as possible, certain constants were noted.

When this work was finished, everything was sent to the Center for general summary.

3. Launching and operation

3.1. Meeting with organization leaders (October 1976)

This was mostly devoted to presenting the survey to the leaders.

3.2. Contacts with the organizations to check operation of the survey

Direct contact with the organizations and on-the-spot appraisal of the operation was necessary and occasionally led us to modify the procedure according to practical requirements.

On the whole, a great number of advertisements were gathered and the members worked very seriously.

4. Survey results

4.1. Methodological evaluation

Almost a thousand analyzed advertisements arrived at the general secretariat of which only 10 % proved to be unuseable. From a qualitative point of view, problems arose on three levels :

-1 Some advertisements could not be used because too much information was absent. This lack was especially significant for radio and TV from which advertisements were most difficult to gather.

-2 Misunderstanding. Contacts with the organizations and the analysis patterns showed that certain ideas had been misunderstood (example : confusion of argument and motivation). In fact, the danger for those who design this kind of project lies in the fact that the ideas they are used to dealing with do not correspond to conventional meanings.

-3 Analysis errors. Though certain data was unquestionable (medium, products), others were, in large part, subject to the appreciation of the organizations (age, motivation).

4.2. Results and processing

The first operation was to determine the categories for each of the variables and to group the different variables in two-variate tables according to the type of information they could furnish :

-1 for the tables :

AGE-PRODUCTS ; MEDIA-PRODUCTS ; AGE-MOTIVATION.

-2 for the variables :

AGE : 0-1, 1-5, 5-9, 9-13, 13-16, 16-18.

PRODUCTS : beverages ; treats ; school supplies - courses - books - magazines ; cigarettes - tobacco ; beauty - health - hygiene ; radio - photo - records - cassettes ; clothing - shoes ; food products ; mopeds - motorcycles ; games ; cleaning products ; miscellaneous.

MEDIA : weeklies, youth - family - women - others ; monthlies, youth - others ; dailies ; posters ; radio - TV ; catalogs ; newspapers - regional advertising bulletins ; brochures - pamphlets ; personal letters ; points of sale - packaging.

MOTIVATION : game ; sexual ; maternal ; paternal ; superiority - domination ; imitation - identification ; group instinct ; safety - comfort - health ; seduction - desire to please ; success ; liberty - escape ; prizes - contests ; desire for treats ; easiness - speed.

TYPE : consumer-buyer ; prescriber ; argument.

Obviously other groupings could have been made (eg. : Motivation - products ; age - media ; Media - motivation).

Since time and resources were limited, those which seemed to best correspond to needs for the survey were selected.

Using the nine above-mentioned tables, the items were counted and the data gathered was plotted in the analysis grids.

Once this work was finished, the interpretation phase began.

Fig. 1 Total age

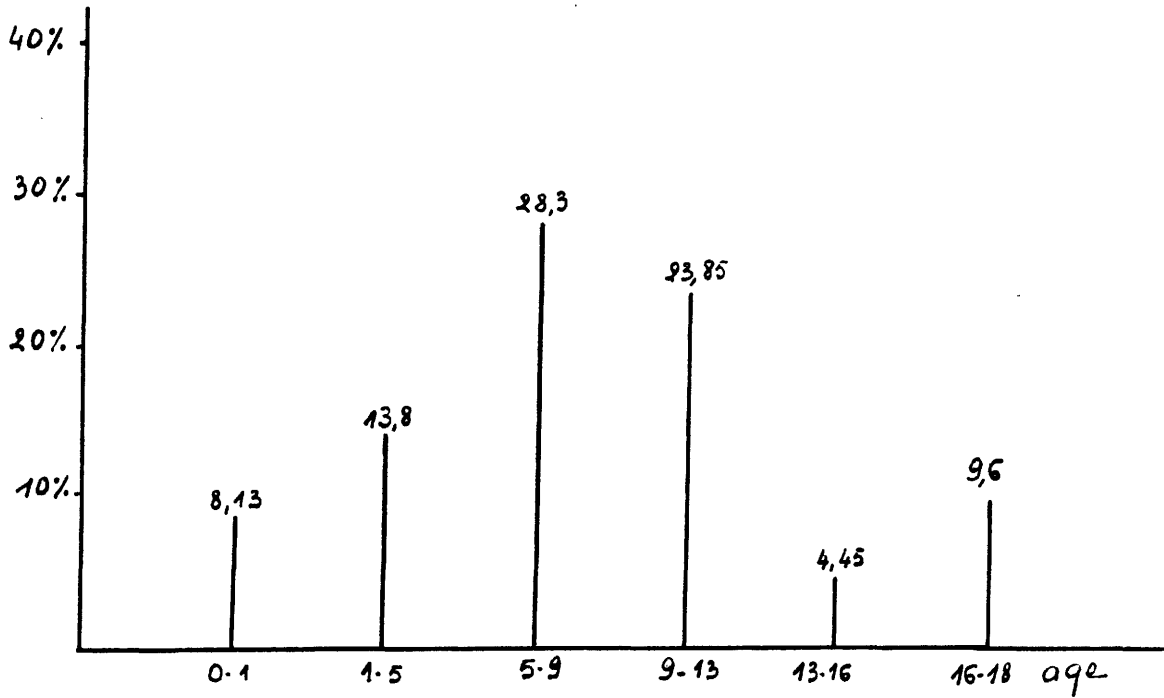


Fig. 2 Total type

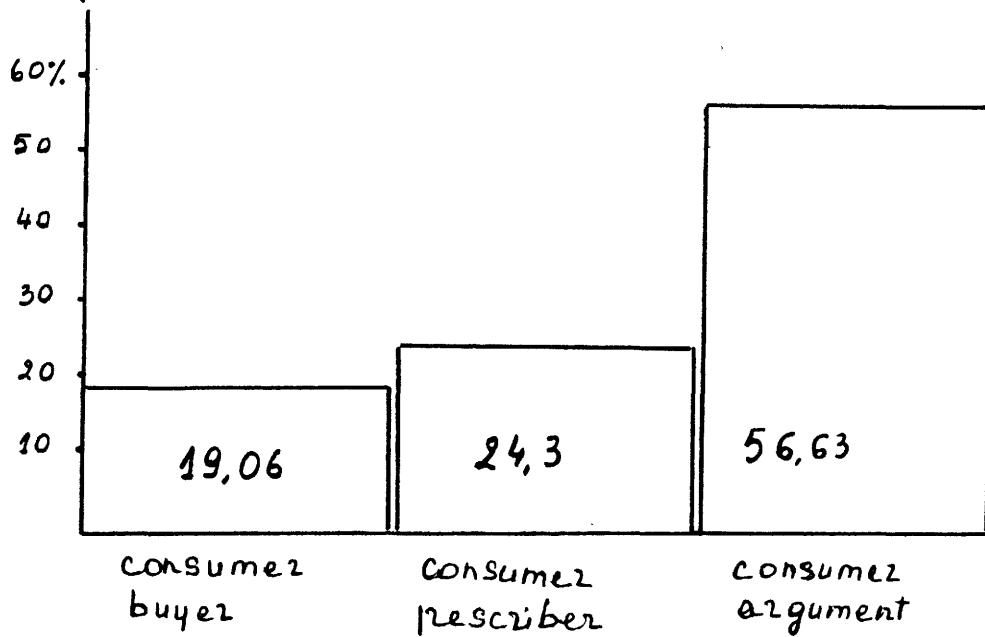
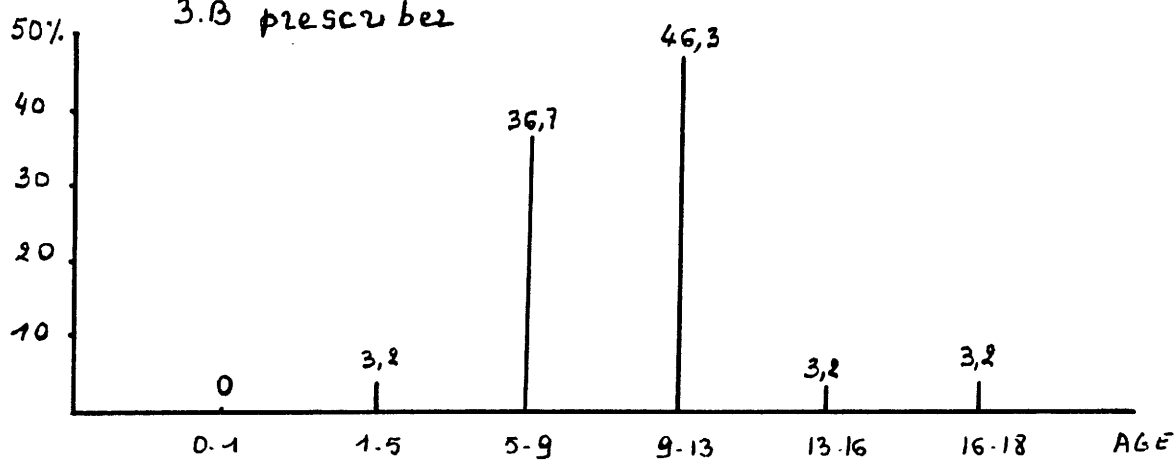


Fig. 3

3.A consumez buyez



3.B prescribez



3.C argument

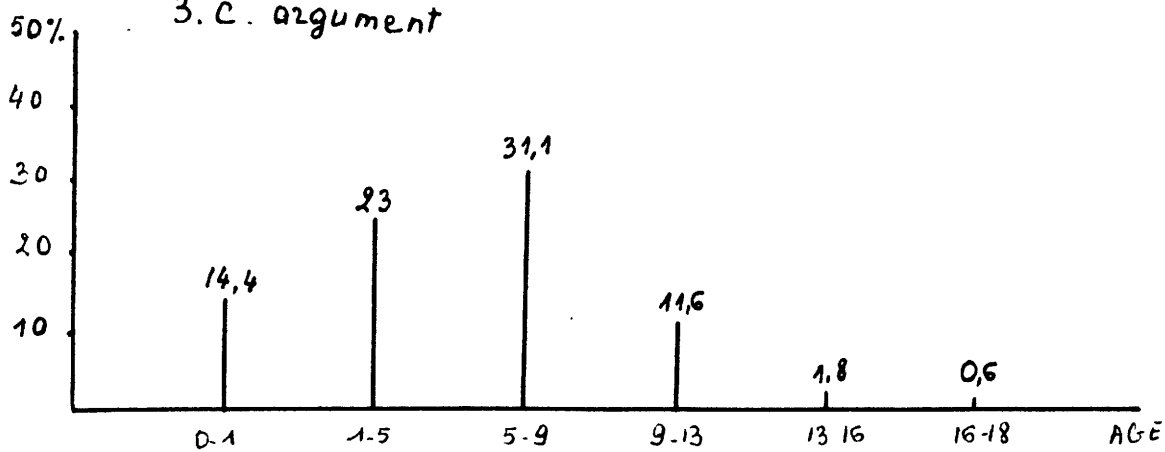


Fig. 4 Total products

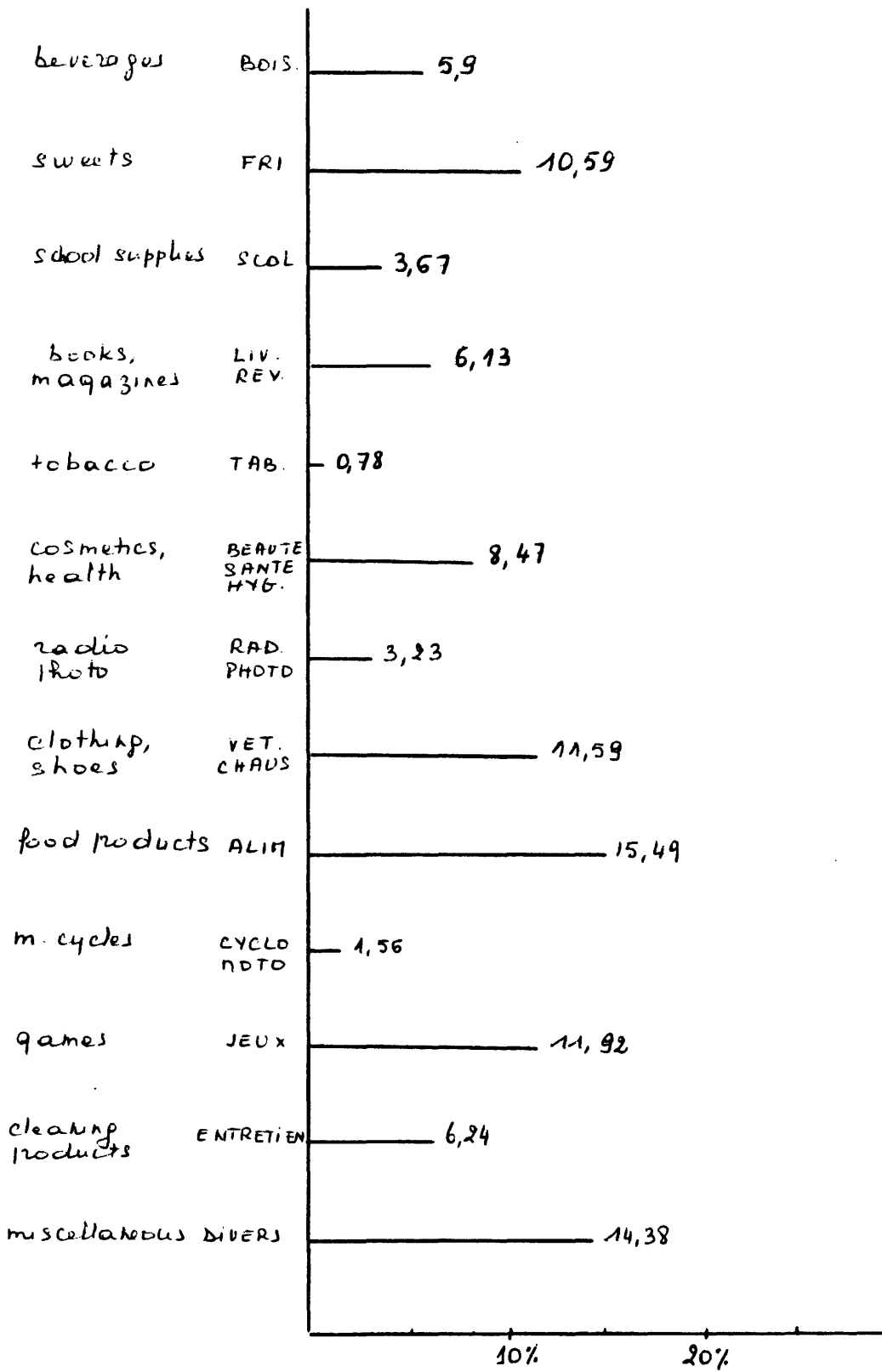


Fig. 5 Products and types

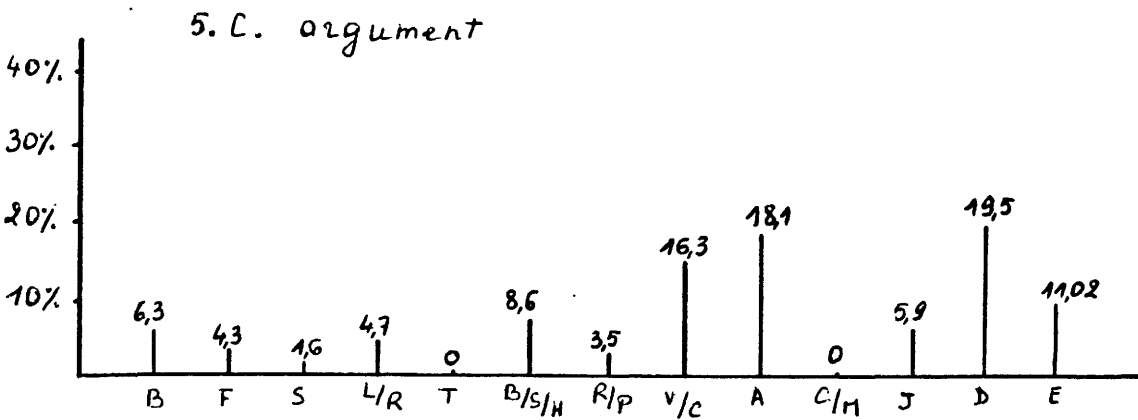
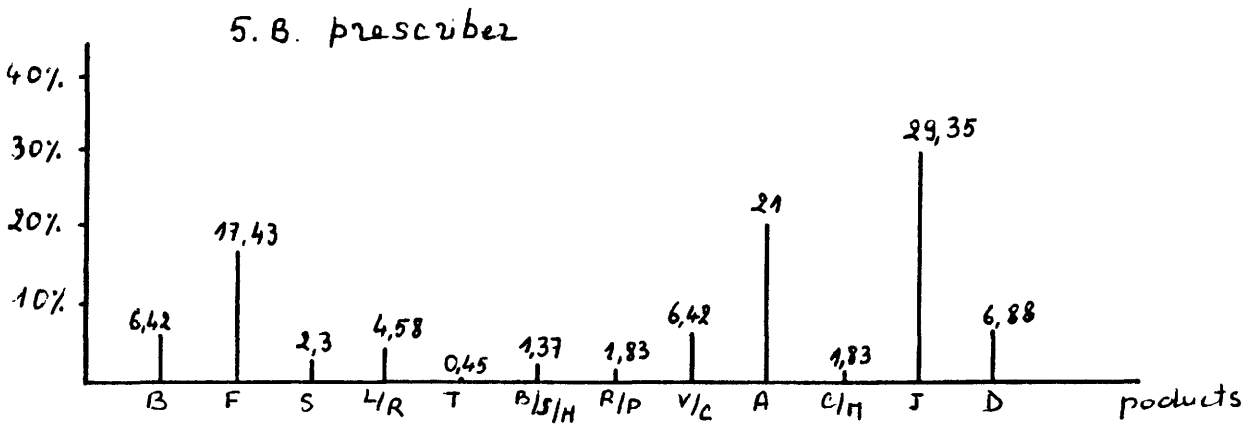
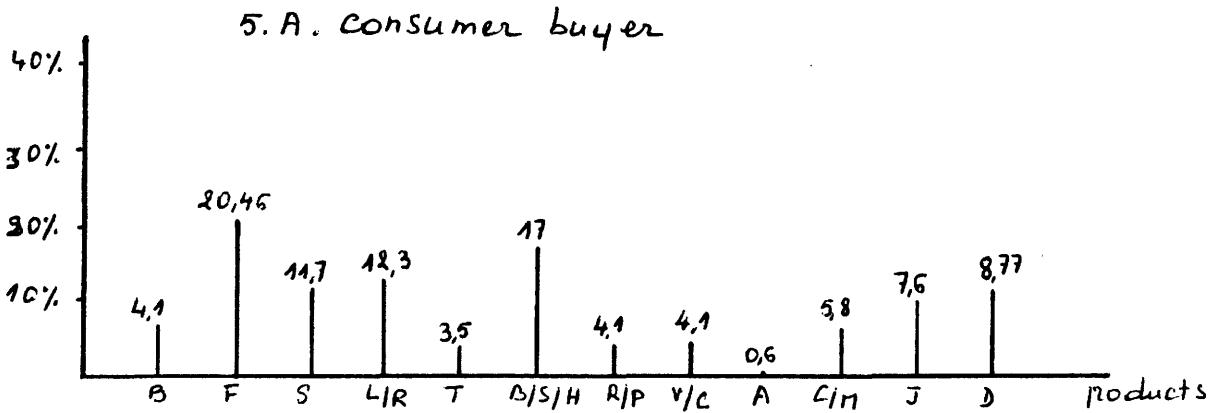
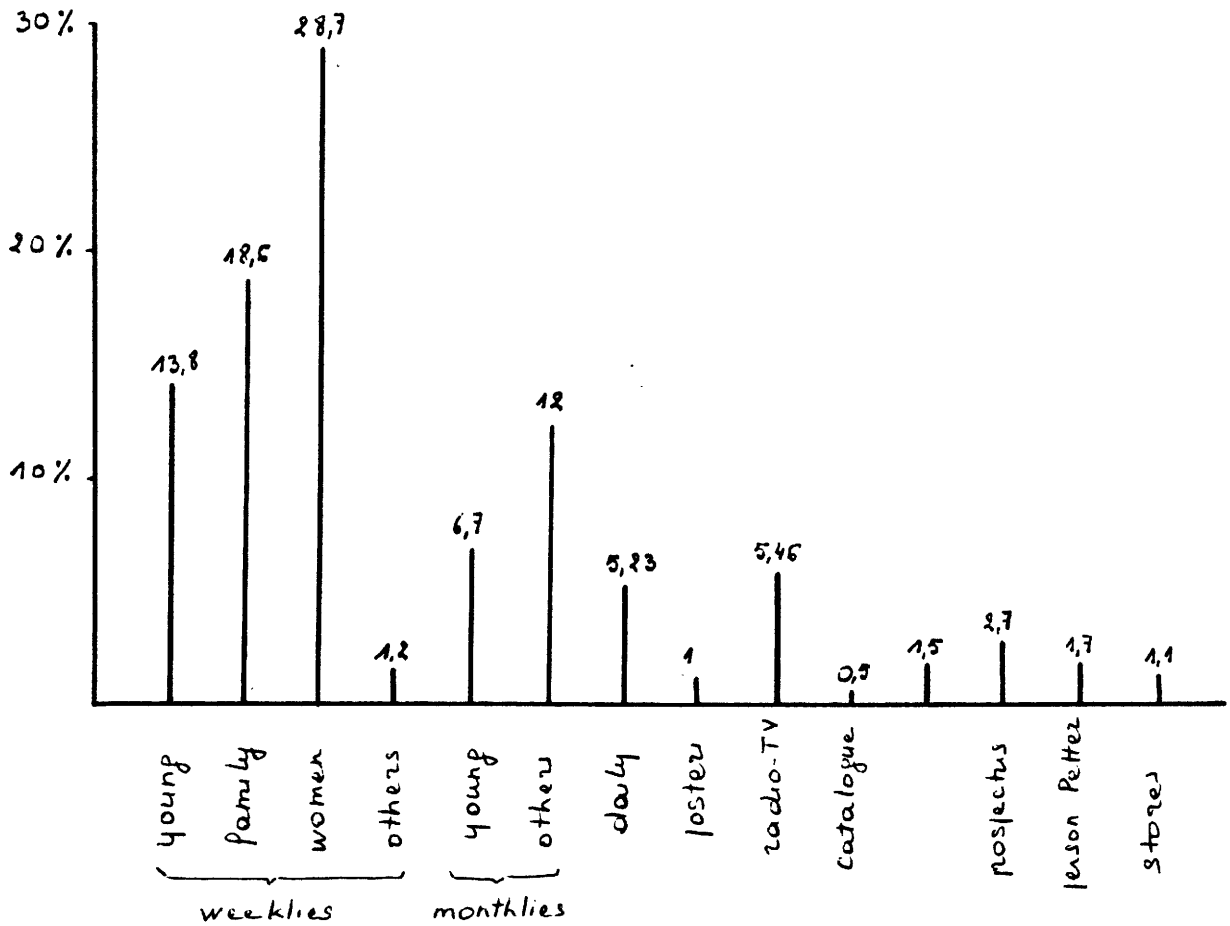
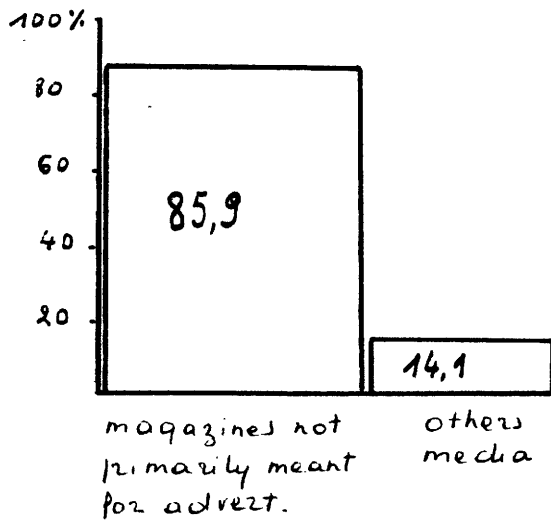


Fig. 6 Total media



6. B



6. C

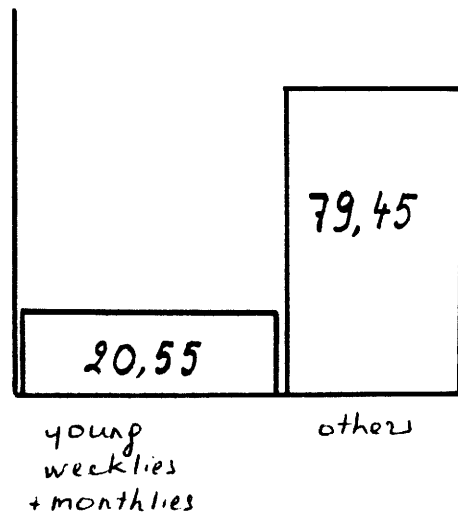


Fig 7 Type and magazines

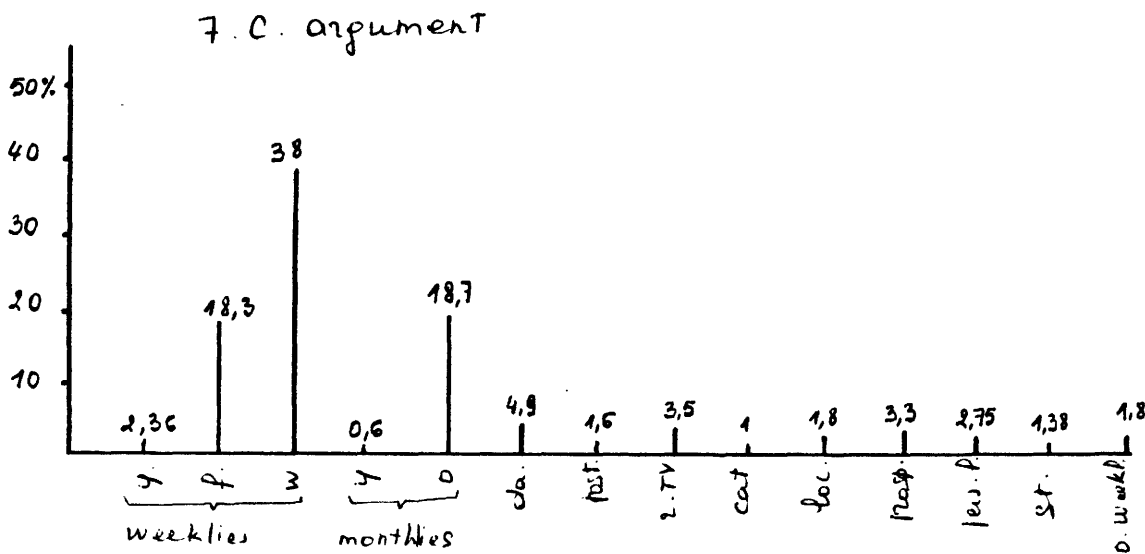
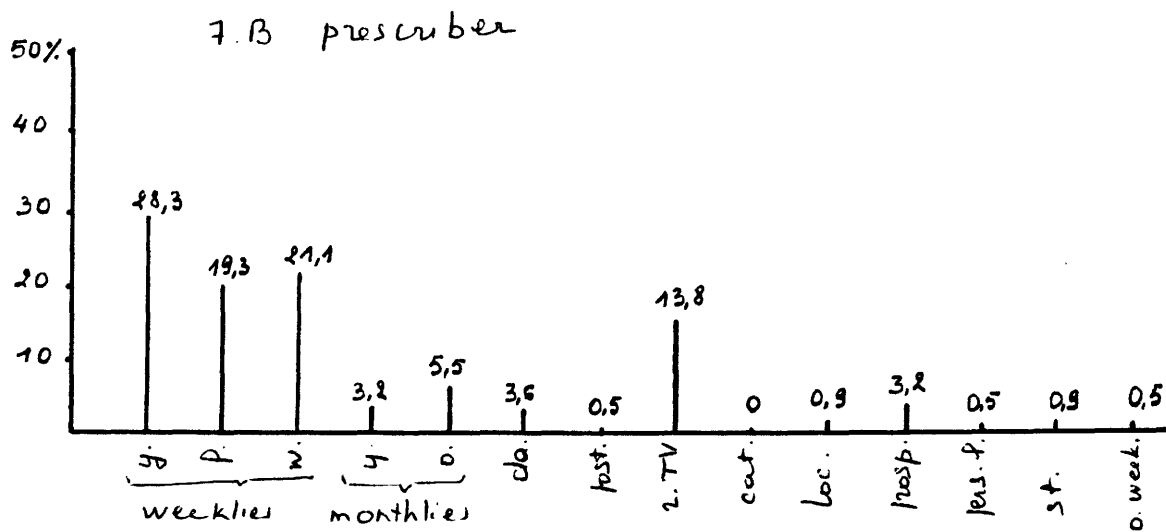
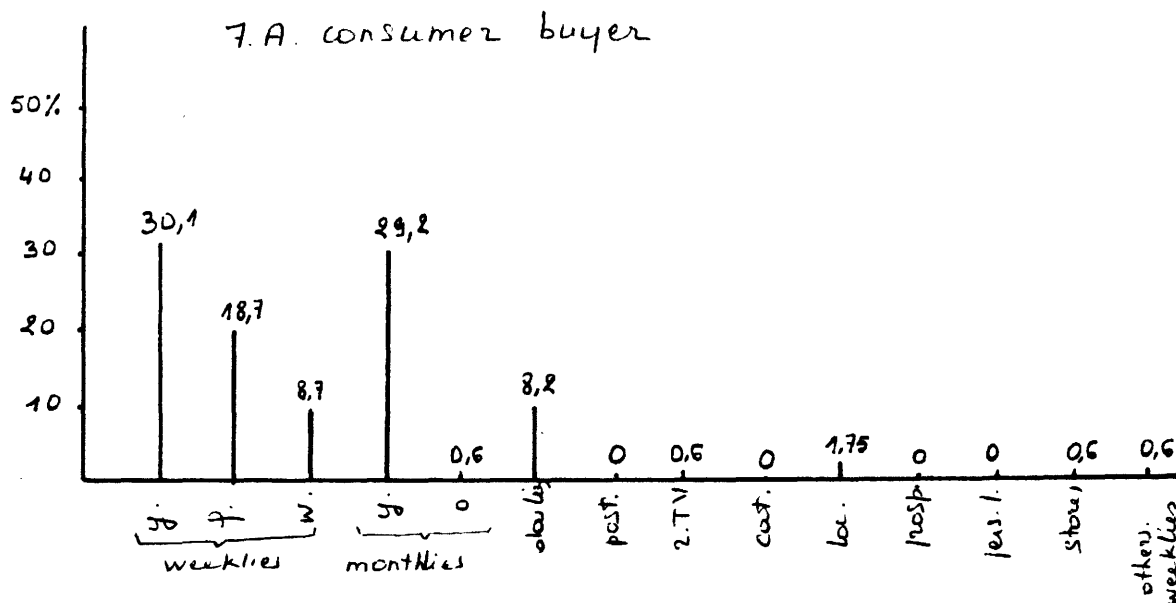


Fig. 8 Total motivation

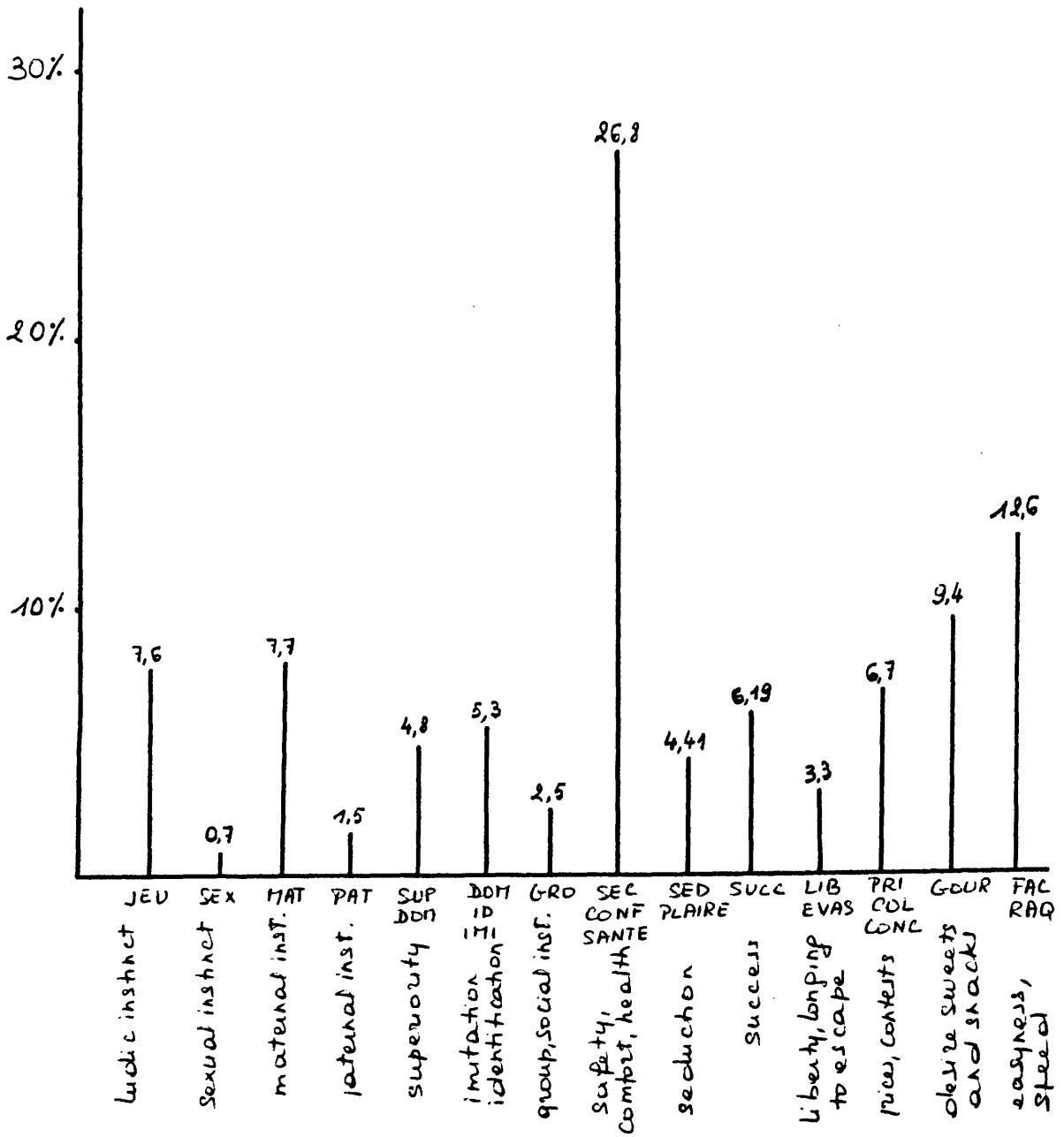
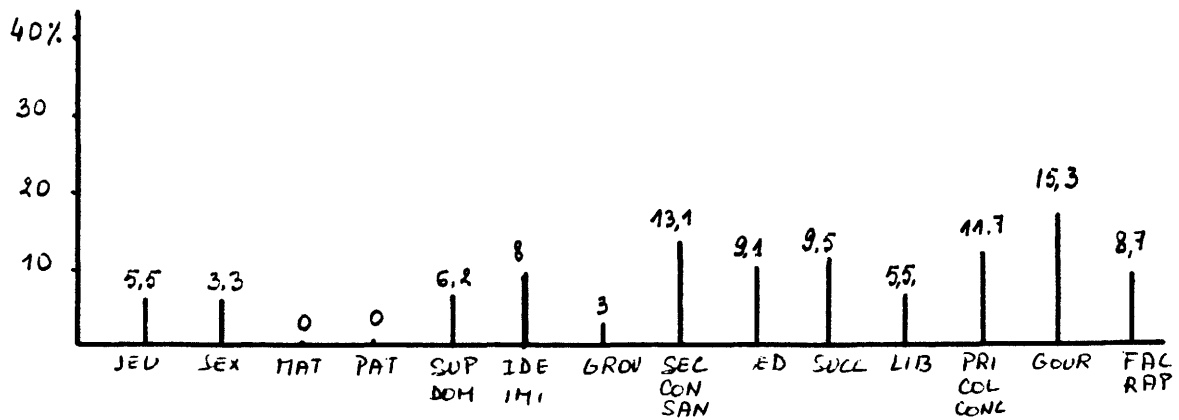
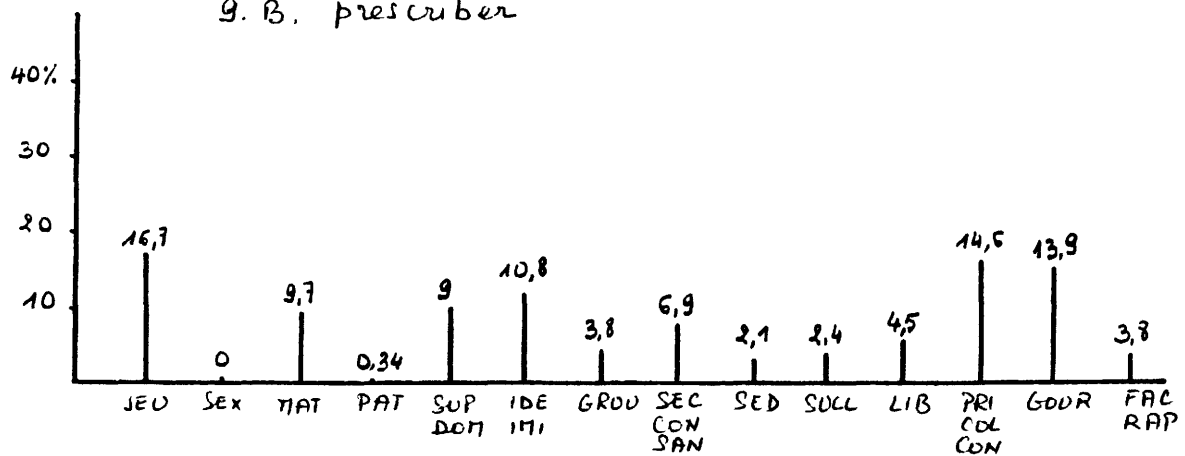


Fig 9 Motivation and type

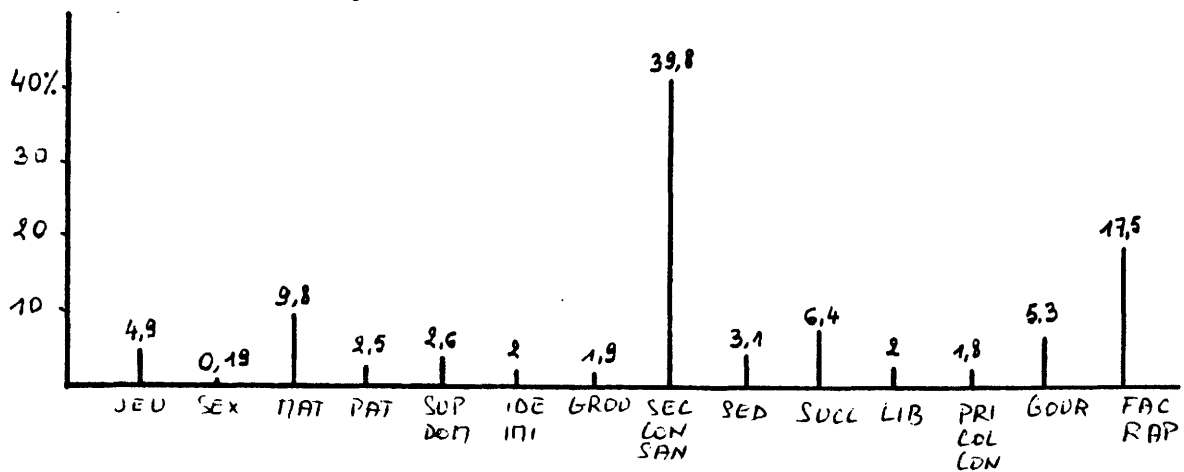
9 A. consumer buyer



9 B. prescriber



9 C. argument



GREAT BRITAIN

APPENDIX 3

RESULTS OF A SURVEY PERFORMED BY RAY BROWN
social psychology researcher at Leeds
University. (Report by Liam McAuley)
Informal interviews with mothers.

TV commercials make ch

Table 1

TV commercials make children nag their parents for things					
	Total %	AB %	C1 %	C2 %	DE %
Agree	57	56	60	57	57
Disagree	35	34	33	36	35
Neither agree/disagree	6	7	6	7	6
Don't know	2	2	1	1	2

"While it is recognised that children are not the direct purchasers of many products over which they are naturally allowed to exercise preference, care should be taken that they are not encouraged to make themselves a nuisance in the interests of any particular product or service." — IBA Code.

Note: Percentages in the tables are expressed to the nearest whole number.

Table 2

It's not fair that advertisers encourage children to buy things that are too costly for them					
	Total %	AB %	C1 %	C2 %	DE %
Agree	63	64	63	63	63
Disagree	25	21	22	26	27
Neither agree/disagree	9	13	12	9	7
Don't know	3	3	3	2	3

"Direct appeals or exhortations to buy should not be made to children unless the product advertised is of interest to children and one which they could reasonably be expected to afford themselves." — ITCA notes of guidance.

Table 3

Children between the ages of four and seven cannot tell fact from fantasy in TV commercials					
	Total %	AB %	C1 %	C2 %	DE %
Agree	44	53	45	42	45
Disagree	41	36	44	42	40
Neither agree/disagree	11	8	8	13	11
Don't know	4	3	3	4	4

"... No method of advertising may be employed which takes advantage of the natural credulity ... of children." — IBA Code.

"... fantasy, clearly recognisable as such by children, is, of course, permitted ..." — ITCA notes of guidance.

Table 4

Children in commercials sometimes set bad examples					
	Total %	AB %	C1 %	C2 %	DE %
Agree	55	58	61	55	47
Disagree	34	22	30	34	41
Neither agree/disagree	9	13	7	9	8
Don't know	3	7	2	2	3

"Children in advertisements should be reasonably well-mannered and well behaved." — IBA Code.

"Advertisements should not set examples of bad manners or behaviour." — ITCA notes of guidance.

A two-part research project pinpoints weaknesses in the IBA's system of ad control

By Liam McAuley

A group of mothers reacted with amazed disbelief when they were told that the commercials seen by their children were individually vetted by the IBA to make sure they complied with a code of practice.

Their astonishment increased when a researcher read them extracts from the IBA's code, and from the ITCA notes of guidance. "They wouldn't have any advertising if they stuck to everything they were supposed to," said one. Another was more succinct: "They are finding loopholes."

The seven women were taking part in a qualitative research project carried out by Ray Brown, a social psychologist at the Centre for Television Research, University of Leeds. Their tape-recorded discussion about commercials and children formed the first stage of *Campaign's* investigation into the efficacy of the controls governing an important area of television advertising, and provided a basis for the second stage — a quantitative survey carried out by the British Market Research Bureau.

Brown first involved the women in a general talk about commercials, introducing extracts from the rules about half-way through the discussion. He identified eight main themes in the mothers' remarks, and used these to formulate the statements tested by the BMRB survey.

The "nuisance-effect" of commercials:

All the Leeds housewives strongly felt that TV advertising encouraged children to pester their parents for products they might not otherwise have known about. One mother said: "I always tell the children 'Oh don't watch those commercials,' because they are so obviously trying to get the kids to egg you on, especially at Christmas time. It's very good advertising, of course, but it's all 'Oh, I like that — can I have this, that, and the other?'"

"I think it's awful, because you have to keep saying no, more than you would otherwise, because they wouldn't ask you for things if they didn't see them on the commercials. I find it makes life very difficult."

Another woman felt the nagging was at its most acute in the supermarket: "If you've got little ones, you're bound to have them in the shop with you ... They tend to go for things on the shelves that they've seen advertised. They don't go looking for something, but when they see it they'll say 'Oh yes, that's the advert where ...' They describe the ad, and then might say 'Shall we try it?'"

A third said: "My little girl,

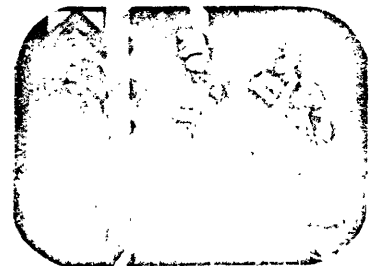


'My children take everything as gospel, and if a child is saying it, then it's even more so. If a little boy says baked beans are the thing to eat, then he must be right ...'



'When Johnny first got Action Man, there were only a few outfits available, but now there are so many. You feel you have to get all these, or his Action Man won't be a proper one.'

'In the Persil dirt-collectors ad, a child gets really dirty and his mother doesn't seem to mind. My boy says to me: You'd go mad if I came in from playing and I looked like that'



who's ten now, has tended to memorise every single ad over the last few years, and she'd go around singing and saying them." Even allowing for the natural hyperbole of the last-quoted remark, one can imagine how the constant childish rendering of commercial ditties could sharpen the edge of a mother's daily stresses.

When Brown read out the IBA rule that advertisements should not encourage children to make a nuisance of themselves in the interests of any product, the response was: "That's the whole point of them isn't it?"

As table one shows, the suggestion that commercials made children nag their parents was borne out by 57 per cent of the 1,228 mothers of young children interviewed by BMRB, with little variation among social grades.

Prices:

Rising prices have aggravated the worry caused by the nagging-effect of commercials, and cost is probably the main reason for mothers saying no to demands for advertised products.

The Leeds housewives criticised commercials for rarely showing the prices of goods. "If they did put the price on, it might give you a good reason for saying no," said one of the group. Another added: "If you take your child out to buy something that's been advertised, you

can get a horrible shock when you see the price. It's terrible if you have to say no then."

As table two shows, 63 per cent of mothers questioned by BMRB agreed with the statement: "It's not fair that advertisers encourage children to buy things that are too costly for them."

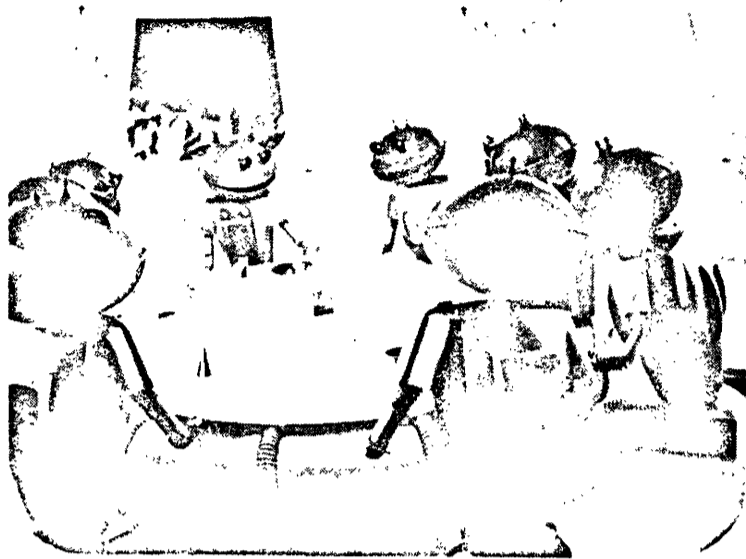
The credulity of children:

In the qualitative research project, mothers expressed it as a fact of life that children literally interpreted statements in commercials that might not be literally true: "My children take everything as gospel, and if a child is saying it, then they are even more ready to believe the message. If a little boy in a commercial says that baked beans are the thing to eat, then it must be right, otherwise the little boy wouldn't be saying it."

When Brown read out the IBA ruling: "No method of advertising may be employed which takes advantage of the natural credulity of children," one woman said: "That's the main thing I've got against them."

The mothers' experience indicates that the ITCA is certainly being unrealistic when it says: "... fantasy, clearly recognisable as such by children, is, of course, permitted ..." And they seemed to agree that credulity was more of a problem with children under the age of seven. One said: "As the

Children nag, say mothers



'The children love the outer space ad for Cadbury's Smash, but they wouldn't ask for it because they think it's horrible. The little one thinks its Doctor Who all over again'



'I gave in with Angel Delight, but they only tried it twice or so, and they all thought it was horrible. Now they see the commercial and say it's awful — which is good really'

Pamela and David would wash up for me, playing the Fairy Liquid commercial like a game... It didn't have to be Fairy Liquid, though — they were happy to use any brand of washing-up liquid'



children get older, you can talk to them more about ads, but when they're little, you can't tell them things aren't really what they seem."

As table three shows, 44 per cent of British mothers agree that children aged four to seven cannot tell fact from fantasy in commercials. The figure is noticeably higher — 53 per cent — among women in the AB bracket, while C2s are fairly evenly divided on the issue. But the findings do suggest that it is unrealistic to allow ads aimed at young children and then expect that their credulity or confusion about fact and fantasy will not be exploited.

The power of example:

The IBA ruling that "children in advertisements should be reasonably well-mannered and well behaved" clearly relates to a highly subjective area, and it is interesting that the Leeds mothers seemed more irritated by the excessive "niceness" of some children in commercials than by any bad manners shown. "I don't like the way they show so many children that lisp," said one mother. "That's terribly bad for other children to watch, because they think that child is 'good enough' to be on television. And there they are, lisping away — it's terrible."

Another felt she might be being unfavourably compared with the

tolerant mother in the Persil "dirt collectors" ad, who cheerfully sends her little boy out to play in a gleaming white T-shirt and jeans, and never complains when he returns besmattered with mud. "My boy says to me: 'You'd go mad if I came in looking like that.'"

Whatever one understands by "bad examples," table four shows that 55 per cent of mothers are dissatisfied with the kind of example set in some commercials. Concern about this is highest among C1s — probably the most aspiring social grade.

Should ads try to do good?

This is the corollary of the "bad example" theme. The mothers felt commercials were a kind of necessary evil, and should mitigate their own bad effects by some attempt to instil good habits in their children.

Predictably, they approved of road safety advertisements — indeed at least one of them felt that only this type of commercial was at all worthwhile. But they believed that several other types of ads could include helpful reminders — ads for sweets could mention the need to clean teeth regularly, or tell children not to eat sweets at night, for example. "They could do a lot of good if they put their minds to it" summed up a general feeling about advertisers.

One mother felt that toothpaste

ads already served a useful purpose: "I don't care which brand of toothpaste they show at the end, as long as it encourages the children to brush their teeth."

Table five shows that the suggestion that advertisements might usefully try to teach as well as sell met with approval from an overwhelming 83 per cent of mothers, although ABs had rather more reservations than the other grades.

The feeling of inferiority:

When Brown read out the IBA rule banning ads which led children to believe they would be inferior if they did not own the products in question, one mother responded: "That's always the idea, whether or not they actually use those words."

Another said: "My children's reaction to an ad was very similar to their feeling if they had gone to play with someone and that child had a toy they wanted."

But, as can be seen from table six, 62 per cent of mothers did not agree that commercials sometimes suggested to children that they were a "nobody" without the product. Again, ABs differed significantly from the other grades: 49 per cent of them disagreed with this statement, while 36 per cent agreed.

The emotional effect:

"There's so much nacked into such a short time. It's all movement, sound and noise, and very exciting. They all sing." Responses such as this in the qualitative research, coupled with the comments about the strong demands by children for advertised products, suggested that the statement "TV commercials play on children's emotions" might well meet with general agreement in the main survey. As table seven shows, this was not the case. Fifty-six per cent disagreed, but once again, the AB response indicated a more distrustful attitude towards advertisements.

Advertisements compared with programmes:

As table eight shows, 59 per cent of mothers interviewed by BMRB rejected the statement that commercials caused more trouble with young children than other types of television, and this response was in line with the feelings of the women in Leeds: "The amount of violence is on the increase... There is a general decline in good television, and from that point of view, the ads are not as bad as some of the programmes."

Programme trailers came in for a great deal of attack. One mother said: "In the middle of the day, when all the children's programmes are on, they seem to advertise some ghastly film that's coming on later, and the children say: "Can we see that?"

Another referred to the difficulty of getting children to go to bed when they know an exciting film is scheduled for later in the evening: "If they just read it in the Radio Times or TV Times, it wouldn't mean a thing to them. It's the fact that they've seen something on the screen — it's usually the funniest bit they show, or the guns firing, if it's a war film."

Table 5

It would be useful if commercials tried to teach our children as well as trying to sell things					
	Total %	AB %	C1 %	C2 %	DE %
Agree	83	70	83	85	87
Disagree	9	19	10	8	7
Neither agree/disagree	5	4	5	5	5
Don't know	2	7	3	2	2

Table 6

TV commercials sometimes suggest to children that without the product they are a 'nobody'					
	Total %	AB %	C1 %	C2 %	DE %
Agree	26	36	28	24	23
Disagree	62	49	62	64	62
Neither agree/disagree	10	10	9	10	10
Don't know	3	4	2	1	5

"No advertisement is allowed which leads children to believe that if they do not own the product advertised they will be inferior in some way to other children or that they are liable to be held in contempt or ridicule for not owning it." — IBA Code.

Table 7

TV commercials play on children's emotions					
	Total %	AB %	C1 %	C2 %	DE %
Agree	30	36	25	34	26
Disagree	56	48	63	52	59
Neither agree/disagree	10	10	9	11	10
Don't know	3	6	3	2	12

"Advertisements should not attempt to sell products to children by appealing to emotions such as pity, fear, loyalty, self-confidence, etc..." — ITCA notes of guidance.

Table 8

TV commercials cause more trouble with younger children than other types of TV					
	Total %	AB %	C1 %	C2 %	DE %
Agree	27	27	29	26	25
Disagree	59	59	58	59	60
Neither agree/disagree	11	10	9	12	12
Don't know	3	4	4	3	3

Campaign's survey on the effects of television commercials on children and their mothers was carried out by BMRB's Access service.

Almost 5,000 housewives all over Great Britain were first asked whether they had any children aged between five and 12. This produced an effective sample of 1,228 mothers, who were then asked to indicate how much they agreed or disagreed with each of the eight statements set out in the tables.

The sampling method used in the survey is known as Random Location Sampling, a

technique developed by BMRB to eliminate the more unsatisfactory features of quota sampling. Interviewers are given very little choice in the selection of respondents, who are drawn from within a few randomly selected and carefully specified streets. The sample is weighted to adjust it to the correct social proportions as estimated by the National Readership Survey.

The social grading system used in the survey is that used by JICNARS in the National Readership Surveys.

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