

MARKETING WITHOUT BORDERS



Brand Licensing:

- In 2008, five blockbuster movies premiered with a total of more than 2,000 toys and 6,000 other merchandising tie-ins.¹
- Brand Licensed Toys garnered \$22.3 billion in sales in 2006.²
- There are over 40,000 licensed Disney Princes items for sale.³ The brand brought in \$3.4 billion in 2006.⁴



Product Placement and Integration

- TV product placement revenue grew 33.7% in 2007 to \$2.9 billion.⁵
- *American Idol* showed 4,151 product placements in its first 38 episodes in 2008 for a total of 545 minutes, or fourteen minutes per episode.⁶
- In 2006, the plots of two episodes of the popular TV drama “Seventh Heaven” revolved around Oreos.⁷
- Wrigley paid R&B singer Chris Brown to write Doublemint Gum into his hit “Forever.”⁸
- By 2012, spending on product placement in videogames is expected to reach \$650 million.⁹ Gamers can actually order Pizza Hut pizza from the game “Everquest II.”¹⁰
- On the web, product integration is becoming interactive. Arby’s “Rescue Brigade” campaign encourages users to co-create ads by uploading their video auditions to its website to win a role in an Arby’s commercial and free Arby’s food for a year.¹¹



Viral Marketing

- A study of 77 food company websites found that 64% use viral marketing—encouraging children to contact their peers about a specific product or brand.¹²
- The Girls Intelligence Agency enlists girls as “Secret Agents” who share their opinions for market research and introduce products to friends at marketing themed slumber parties.¹³



Mobile Marketing

- Marketing on cell phones is particularly insidious because marketers have constant access to children and it is particularly hard for parents to monitor. Mobile advertising is expected to bring in \$6.5 billion annually in the U.S. by 2012.¹⁴
- Kellogg’s Corn Pops “Gotta be Connected” webpage collects personal information, including cell phone numbers. Kellogg then texts a trivia question about the brand and kids can win prizes by texting back the correct answer.¹⁵
- Burger King has branded games specifically designed for cell phones. In “BK City” players navigate through a Burger King restaurant, interact with the King, and encounter flying Whopper sandwiches.¹⁶

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Commercializing Online Communities

- Children as young as preschoolers are being lured to online communities like *Webkinz* and *Barbiegirls* which revolve around virtual shopping.¹⁷
- Viacom's *Nicktropolis*, a virtual world/gaming site, allows visitors to watch webisodes of Nickelodeon's programming, play Nick-themed games, interact inside Nick-themed rooms, and "chat" using pre-scripted sentences about Nickelodeon shows.¹⁸
- At *Neopets*, another Viacom virtual world, children care for virtual pets by earning currency through branded games¹⁹ and nurturing them with food from McDonalds.²⁰
- *MySpace* features profiles for characters like "King" from Burger King and "Jack Box" from Jack-in-the-Box. When users add these characters to their *Myspace* pages as a friend, these companies gain access to personal information, such as age and hometown.²¹



Behavioral Targeted Marketing

- Companies such as Pepsico, Coca Cola, and General Mills track and monitor online activities in order to personalize advertising.²²
- Data such as content viewed, search queries, ads clicked on, and information from social networking sites, as well as the time, length, and frequency of visits can be merged with demographic data such as age, gender, and zip code obtained from site registration or Web surveys.
- Spending for behavioral targeting is expected to increase from \$775 million in 2008 to \$4.4 billion by 2012.²³

And That's Not All . . .

- *Cross Promotions*: In a Kmart/YouTube/Disney partnership, teens are asked to create a video expressing their "Back to School" style, and how Kmart helps them achieve it. The winner will appear in *High School Musical: Get in the Picture*.²⁴
- *Co-Branding*: Toy companies join food and media companies to create advert toys such as McDonald's Play Doh,²⁵ and SpongeBob Monopoly.²⁶
- *Grass Roots Marketing*: Disney worked with Motive Entertainment to encourage clergy to promote the film *The Chronicles of Narnia: The Lion, the Witch and the Wardrobe*.²⁷
- *Guerrilla Marketing*: McDonald's posted ads on buses, billboards, as well as "wild postings" near high schools, and even had a skywriting airplane promoting a "Text McFlurry 73260" campaign. Texters received a coupon for a free McFlurry, free ring tones, and were encouraged to tell their friends.²⁸



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- **Naming Rights:** Nationwide Children's Hospital in Columbus Ohio has plans to name their new Emergency Department and Trauma Center after Abercrombie & Fitch in response to a \$10 million donation a few years ago.²⁹

For more information visit www.commercialfreechildhood.org.

Other Resources

- **The Center for Digital Democracy** is dedicated to ensuring that the public interest is a fundamental part of the new digital communications landscape. (<http://www.democraticmedia.org/>)
- **DigitalAds.org** features reports and updates about digital food marketing to children and adolescents. (<http://digitalads.org/>)

Citations:

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- ¹⁴ Chester & Montgomery (2008a) p 9.
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