

Influence of Licensed Characters on Children's Taste and Snack Preferences

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Original paper:

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Reference for the original paper:

Roberto, C. A., Baik, J., Harris, J. L., & Brownell, K. D. (2010). Influence of Licensed Characters on Children's Taste and Snack Preferences. *Pediatrics*, *126*(1), 88–93.
<https://doi.org/10.1542/PEDS.2009-3433>

Link to original paper online:

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Project created for the class:

Visual Thinking and Composition, Fall 2021

Tilburg University, Department of Communication and Cognition

Instructor: Neil Cohn, neilcohn@visuallanguagelab.com, www.visuallanguagelab.com

Influence of Licensed Characters on Children's Taste and Snack preference

Christina A. Roberto, Jenny Baik,
Jennifer L. Harris & Kelly D. Brownell (2010)

70's There is only a small amount of obesity among children



NOW Obesity has doubled among 2-5 year olds and tripled among 6-11 year olds



This growth has coincided with the growth of childhood marketing in tv, Internet, product placement in movies, sponsorships and character licensing



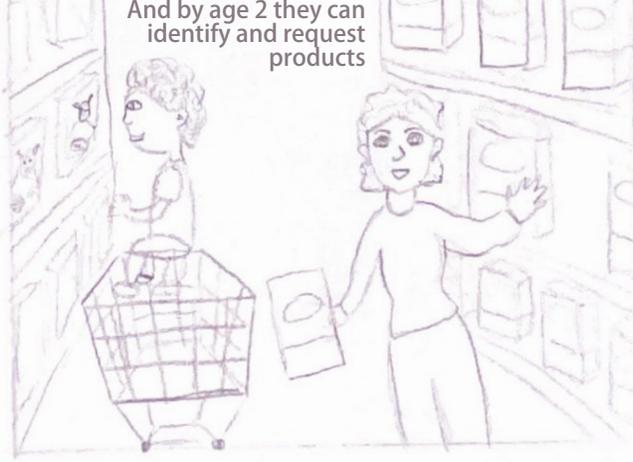
Why is character licensing effective?
Children lack understanding of persuasive intent behind ads

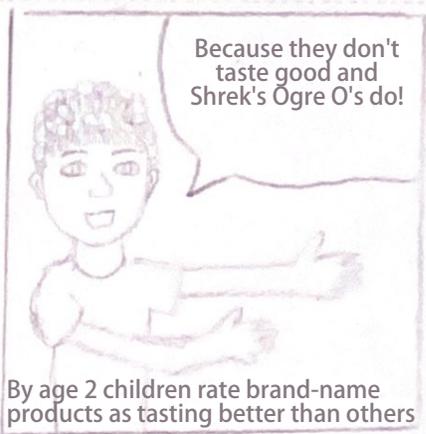
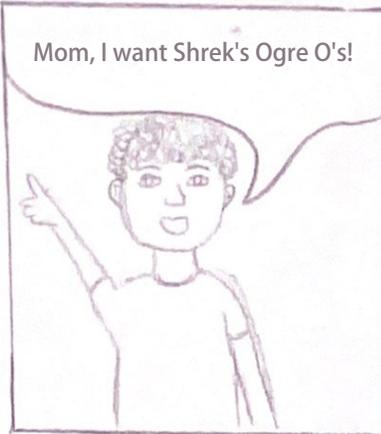


Also, by age 2 children can recognize and favor characters

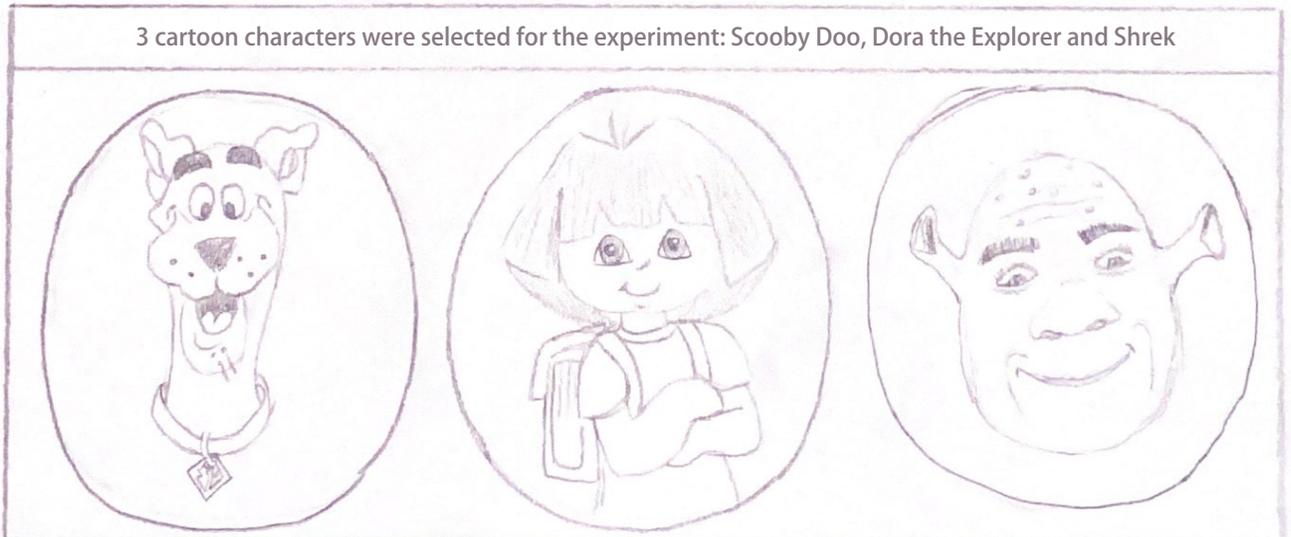
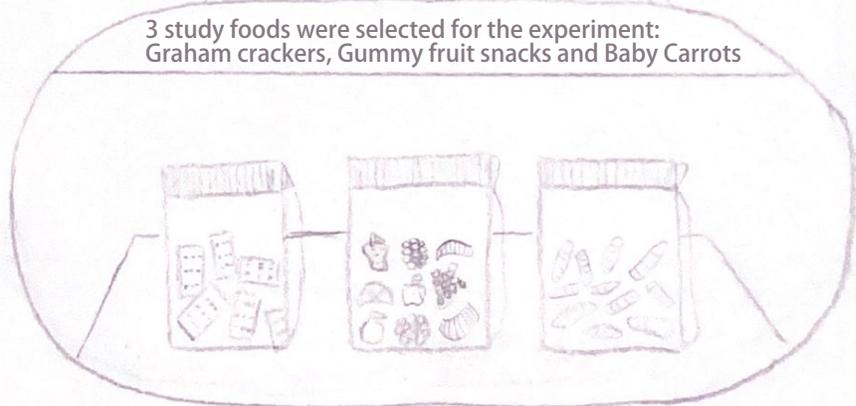
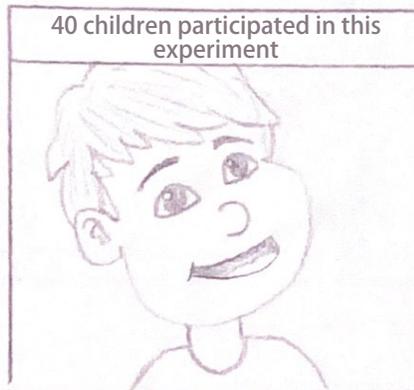
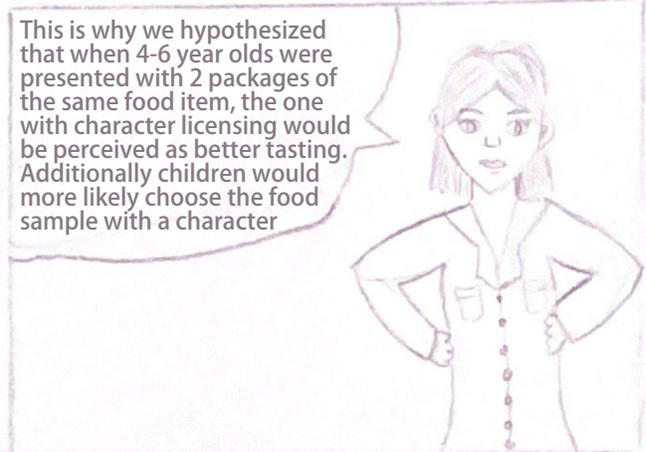
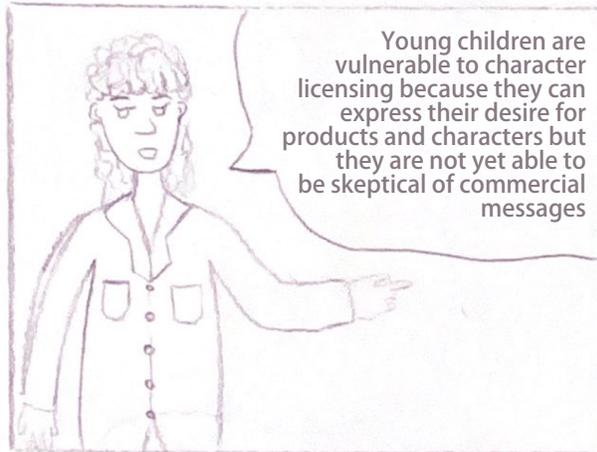


And by age 2 they can identify and request products



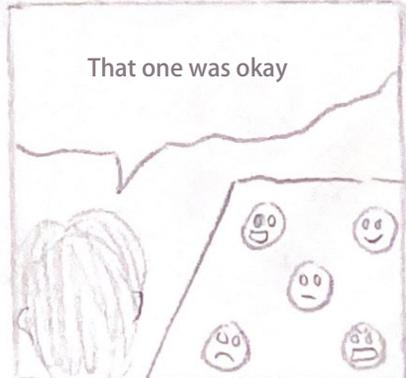
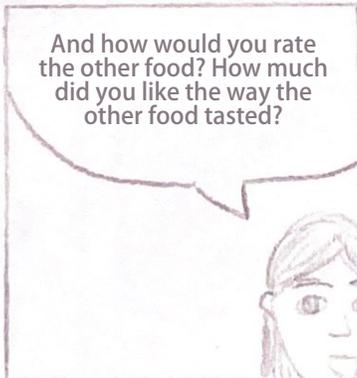
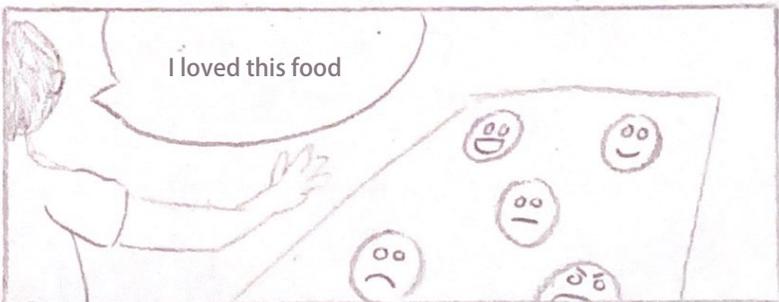
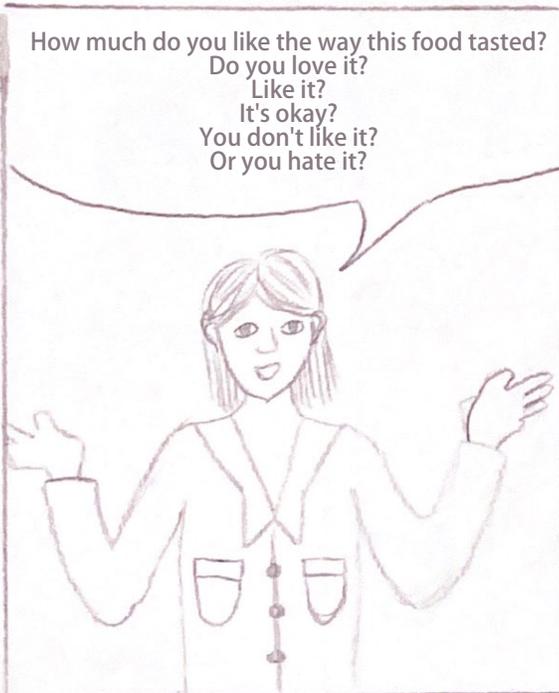
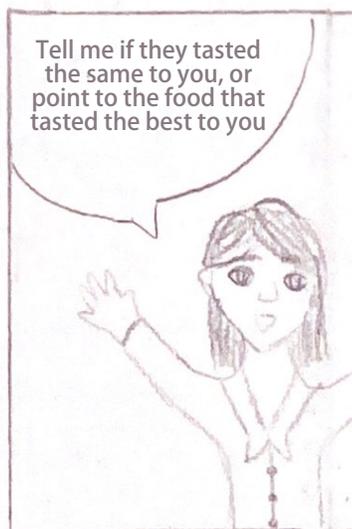


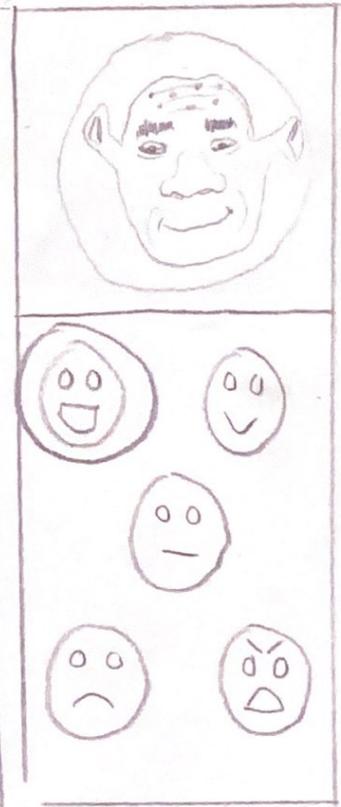
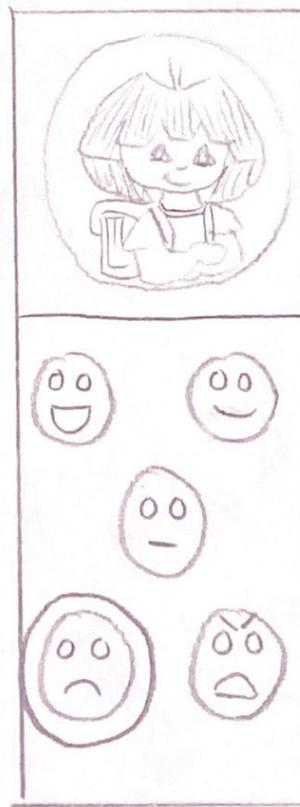
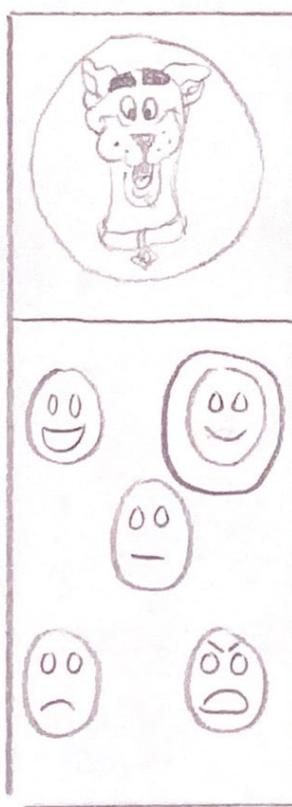
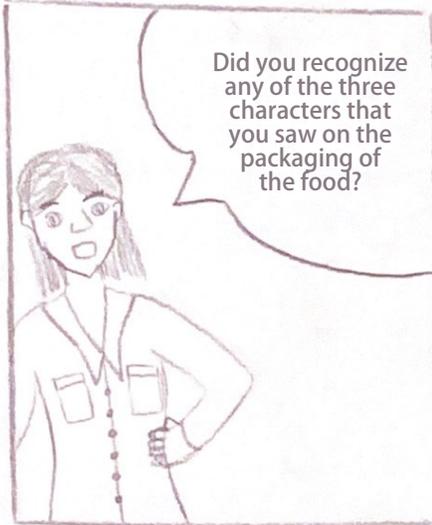
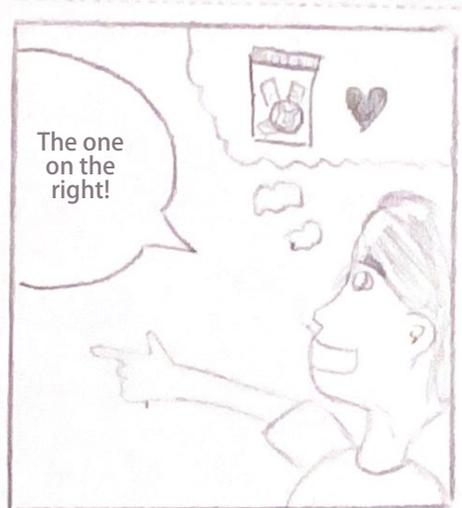
By age 2 children rate brand-name products as tasting better than others



The participants were greeted by the researcher and presented with 2 identical packages of food. Both packages were in clear plastic, one plain and the other package contained a character sticker

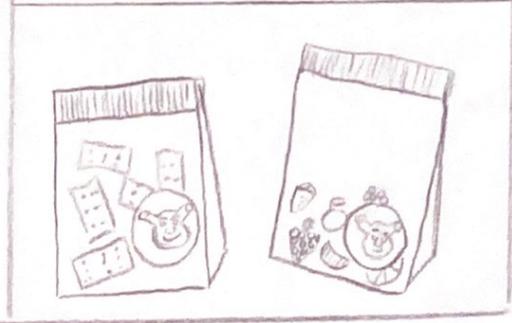
All 3 types of foods were given to all 40 participants, the order in which participants tasted the food was randomized, as well as which package the participants got to taste first, the package with or without character licensing







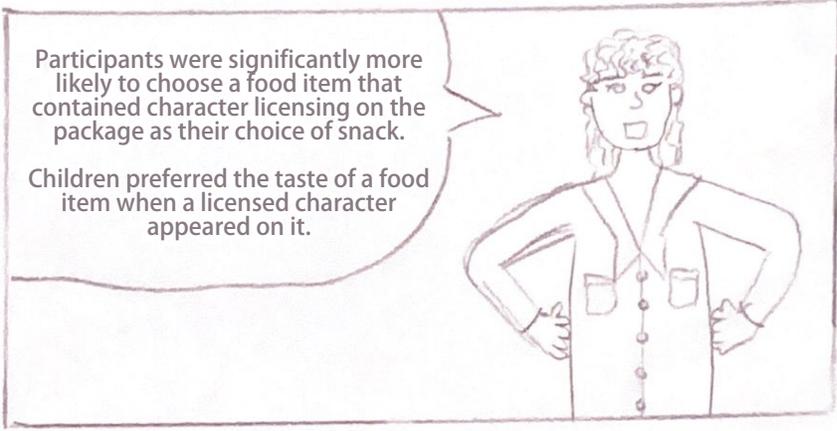
Participants were more likely to prefer the taste of graham crackers and gummy fruit snacks when a licensed character appeared on the package



The results of participants being more likely to prefer the taste of baby carrots when a licensed character appeared on the package were almost significant



Participants were significantly more likely to choose a food item that contained character licensing on the package as their choice of snack. Children preferred the taste of a food item when a licensed character appeared on it.



50-55% of participants said that the food with character licensing tasted better than the food without



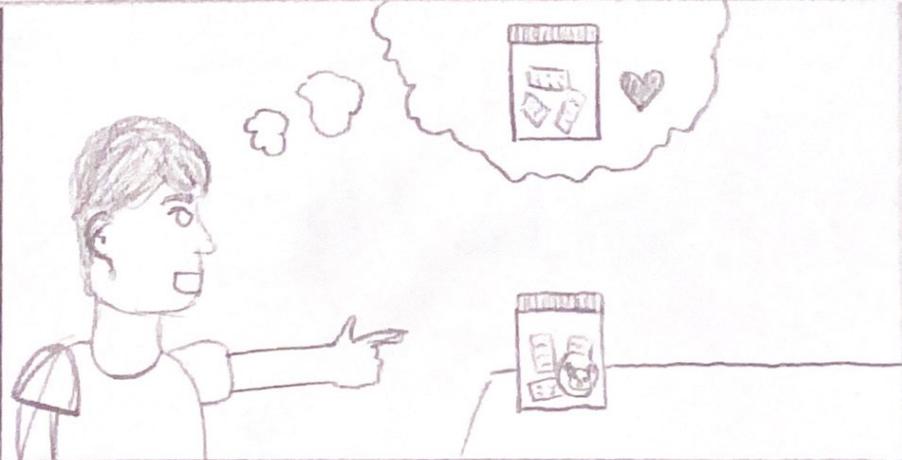
25-37.5% of participants said that the food with character licensing tasted the same as food without

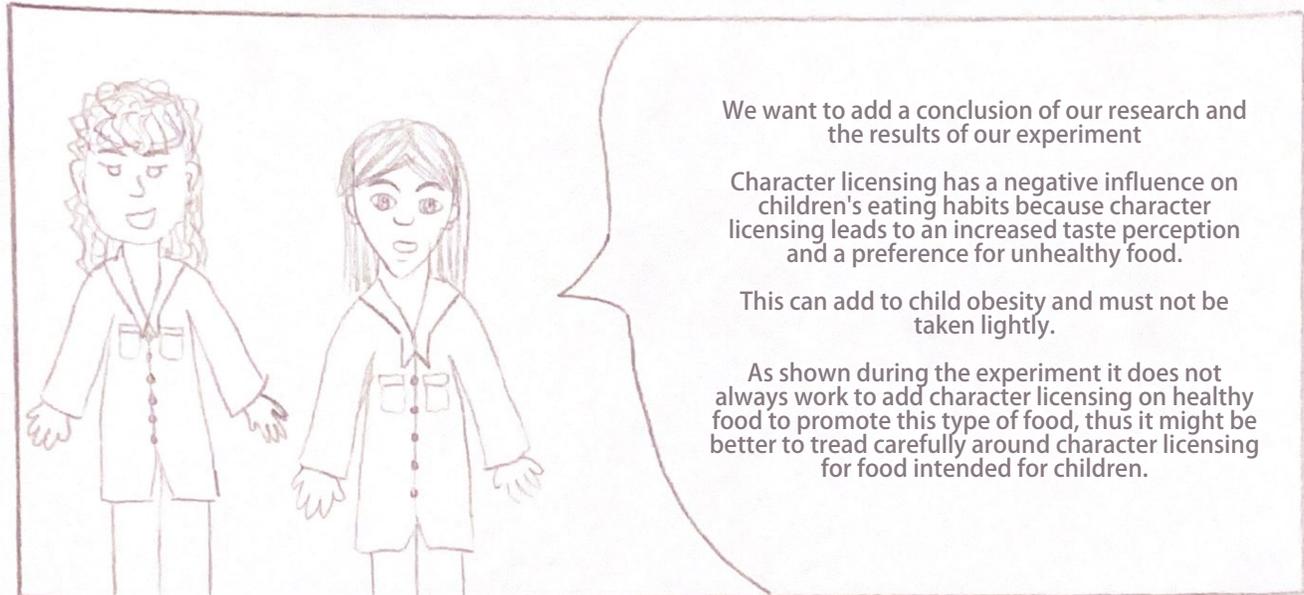
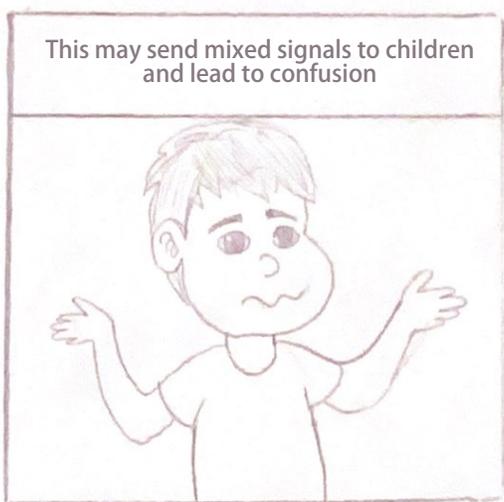
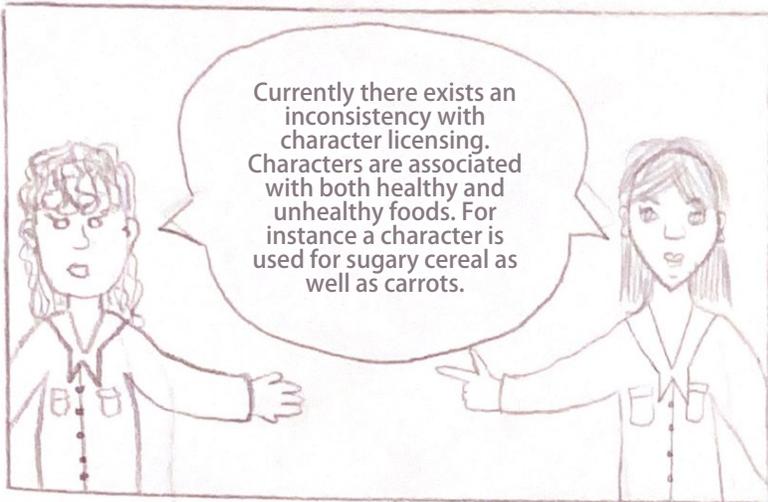


7.5-25% of participants said that the food without character licensing tasted better than the food with it

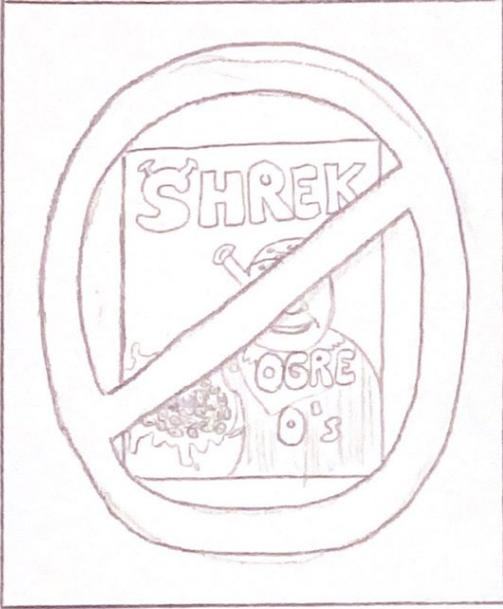


Even when children said that the food item without character licensing on the packaging tasted the same or better than the food item with character licensing, they would still prefer to choose a food item with character licensing on the package as their snack choice





Our main take-away from this experiment:
The use of character licensing on junk food packaging should be restricted.



THE END