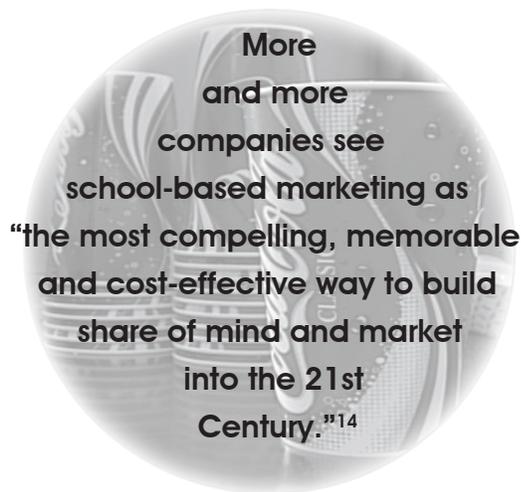


III. WHY DO CORPORATIONS WANT TO PROMOTE PRODUCTS IN SCHOOLS?

Food and beverage marketing aimed at children and youth has become more sophisticated, infiltrating the lives of children and youth at school, in stores, through kids clubs, magazines, the Internet, coupons, toy products and organized word-of-mouth campaigns. The most prevalent forms of marketing to children are through television and in-school marketing.¹³



More and more companies see school-based marketing as “the most compelling, memorable and cost-effective way to build share of mind and market into the 21st Century.”¹⁴

Commercial activities in schools have expanded during the last decade as schools struggle with budgets. While businesses seek to appear to work with schools to help solve budget shortfalls, what these businesses are really doing is creating an opportunity to make direct sales and cultivate brand loyalty. Research shows that brand preference begins before purchase behavior does.¹⁵ A 2000 report from the federal government’s General Accounting Office called marketing in schools a “growth industry.”¹⁶ America’s kids represent a large and growing market, with more than 48 million children attending schools nationwide and more than 6.4 million

in California schools. This number continues to increase across all age and ethnic groups, assuring corporate America an expanding market of youngsters well into the 21st Century.¹⁷

Marketers recognize that children and youth are a major market force because of their spending power. Depending on their ages, children and youth have the ability to both spend and influence parental spending of billions of dollars annually.

The purchase influence of children increases as they age:¹⁸

- \$15 billion for 3- to 5-year-olds
- \$45 billion for 6- to 8-year olds;
- \$65 billion for 9- to 11-year-olds;
- \$80 billion for 12- to 14-year-olds; and
- \$90 billion for 15- to 17-year-olds.

FACTS

- While all children and youth are subject to the persuasive influence of advertising, younger children, especially those under 8-years-old, do not understand advertising’s persuasive intent.¹⁹
- Marketers often use older children’s desire to fit in with their peers and a tendency to rebel against authority figures as selling points for their products.²⁰
- Candy and snack food manufacturers, soft drink bottlers, and fast food restaurants are among the companies that market most heavily in schools.²¹