

A **ROOM** with a view of the future

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Healthy Kids

Trying to get kids to eat healthy food has been a long challenge for parents and a big focus of food retailers and media. These days advertisers focus on the fun elements associated with healthy food and incorporate elements of food education into their campaigns.

This week we look at five ads making healthy food appealing to children.

1 Milk

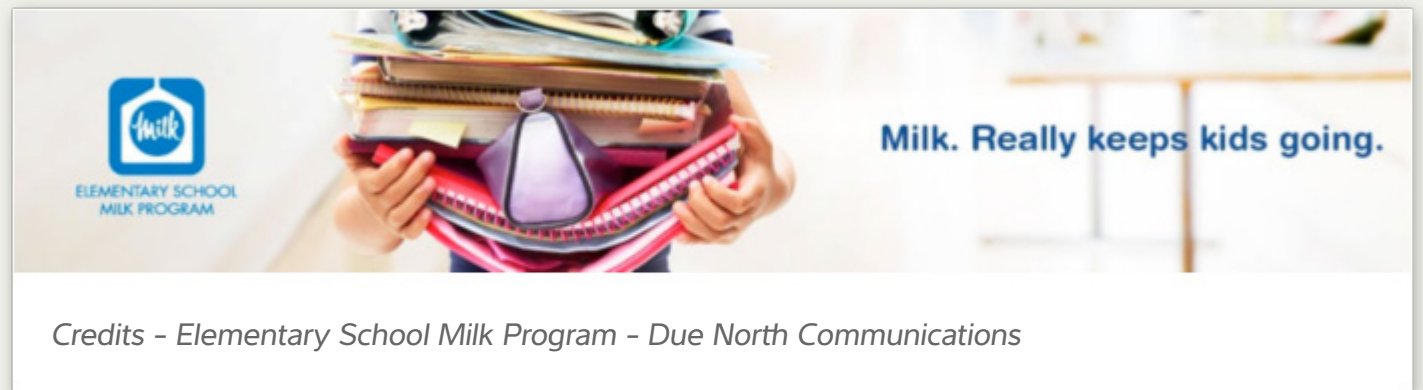
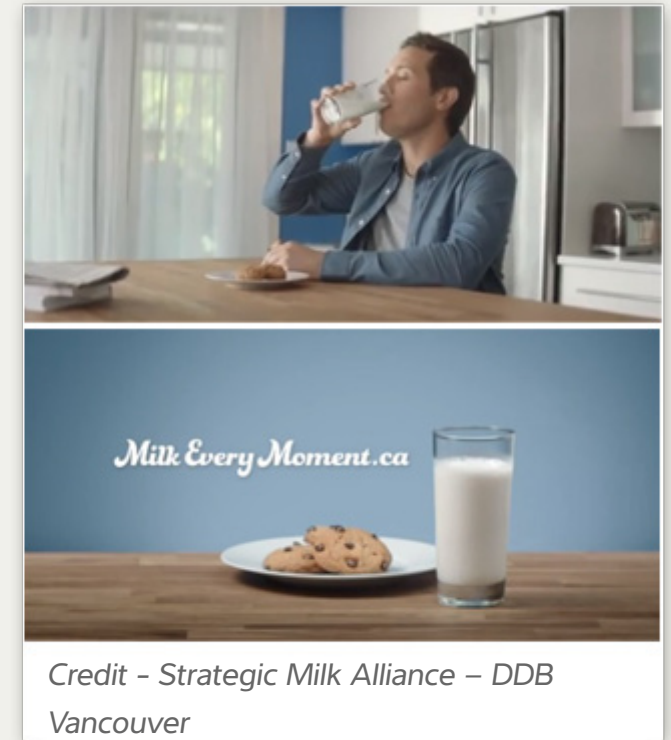
It's a classic image, young child enjoying a glass of milk, with a big grin and milk moustache. For years it was the icon of imagery to promote a healthy diet for children. The big test on advertisers is how to maintain the simplicity of this classic image, whilst breathing new life and relevance into it. The message remains simple, drinking milk will make kids happy.

With this in mind the Elementary School Milk Program in the USA, kept to the kid and the smile, only this time dispensed with featuring milk itself in their "Milk. Really keeps kids Going" series. In these ads the child's possessions make the smiley face. It's a refreshing take on the old message.

The Strategic Milk Alliance in Canada went down a more realistic route focusing on nostalgia and reminding us of a feeling we got from drinking milk with our favourite food in their "Milk Every Moment" anthem

Though the campaigns differ vastly on how they get the message across, it is still the same message at the heart of them, a feeling of happiness we get from drinking milk.

TV ad: adsoftheworld.com

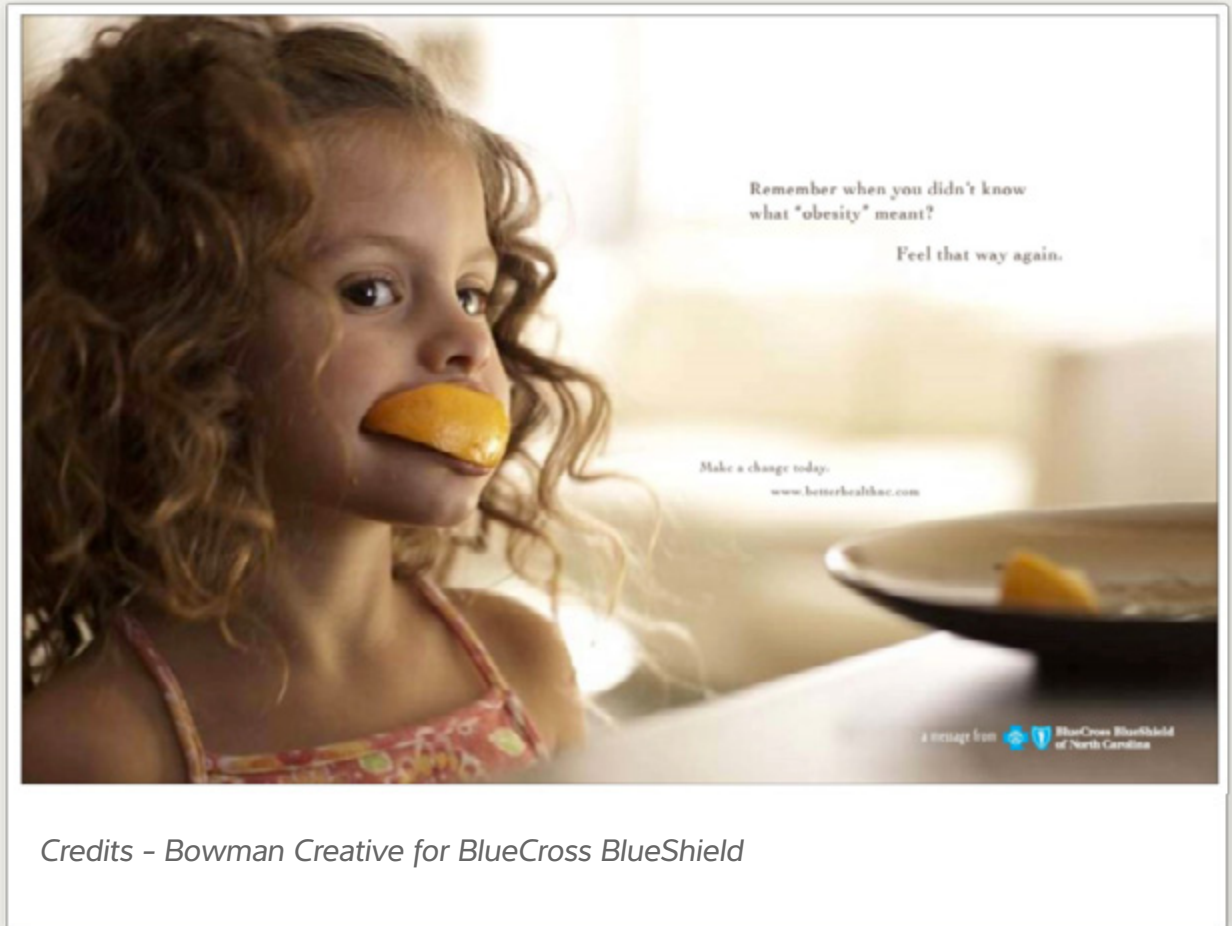


2 Blue Cross, Blue Shield

This Blue Cross, Blue Shield, North Carolina, ad features a little girl with a piece of orange in her mouth. It dispenses with the usual cheesy smiles and kid looking at camera which is typical of food ads and instead goes for an unplanned 'off the cuff' feel that makes the image look like it could come from a family album.

The light is gentle and natural, allowing for some muted detail in the copy space, and falling onto the girl's face.

Even in the less lit area on the left of shot, we can still see all the detail.



3 Kraft Lunchables

In 2011 Kraft foods, USA spent \$20m re-inventing its brand of 'Lunchables' snacks for kids to promote a healthier range.

Each ad features a different child having fun with a piece of fruit. It's interesting that the ads don't show the kids eating the fruit, but interacting with big grins on their faces.

The use of color makes the images immediately eye-catching. The composition is simple, but it's all about fun and high energy.



Credits - Agency Dentsu's McGarryBowen

4 Morrisons and the Co-operative

One big trend in parenting and in advertising is to encourage a healthy attitude towards food by getting kids involved from the food growth and preparation stages.

UK supermarket chains Morrisons and the Co-operative both embrace this incentive in their TV ads, showing inquisitive kids involved in the production of fresh food. Morrisons takes them on an educational trip to a farm, whilst the Co-operative shows one boy helping his grandfather on an allotment, then enjoying the cooked carrot he has helped grow.

The ads are perfect examples of the education around good food that clients love. Fresh local produce and happy, interested kids.

Morrisons Sprouts: [YouTube](#)

Morrisons Meat: [YouTube](#)

Co-operative Home Grown: [YouTube](#)



Credits - Morrisons, agency: DLKW Lowe



Credits The Co-operative, agency Leo Burnett London

5 Kids Know Best

In 2009 the user generated video 'Healthy Eating Tips For Kids From A Kid' hit YouTube. In the video 10 year old Isabelle gives advice on healthy eating and nutrition, and gives some nice free advertising for brands.

TV Ad: [YouTube](#)



Credit - Healthy Eating Tips For Kids From A Kid



Summary

From analysis of this week's top 5 there is a lot of scope to fulfilling a brief on kids and healthy food. Here's a few great tips:

- It's not just eating healthy food, its taking and interest in it, from growing vegetables, to preparing meals, then eating.
- What needs adding to food images is authenticity that is best served up by user generated content. But it needs to remain colorful and upbeat. Real but not dismal
- Make sure the children actually like the food. All sorts of reactions are good, but positive happy ones will outsell anything.
- Make use of color and light. Composition should be simple, clean and backgrounds should not be distracting. Shoot outdoors in a garden or an environment in keeping with the type of food the kid is eating.
- Use beautiful fresh food.
- Go local - use local and cultural products.

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