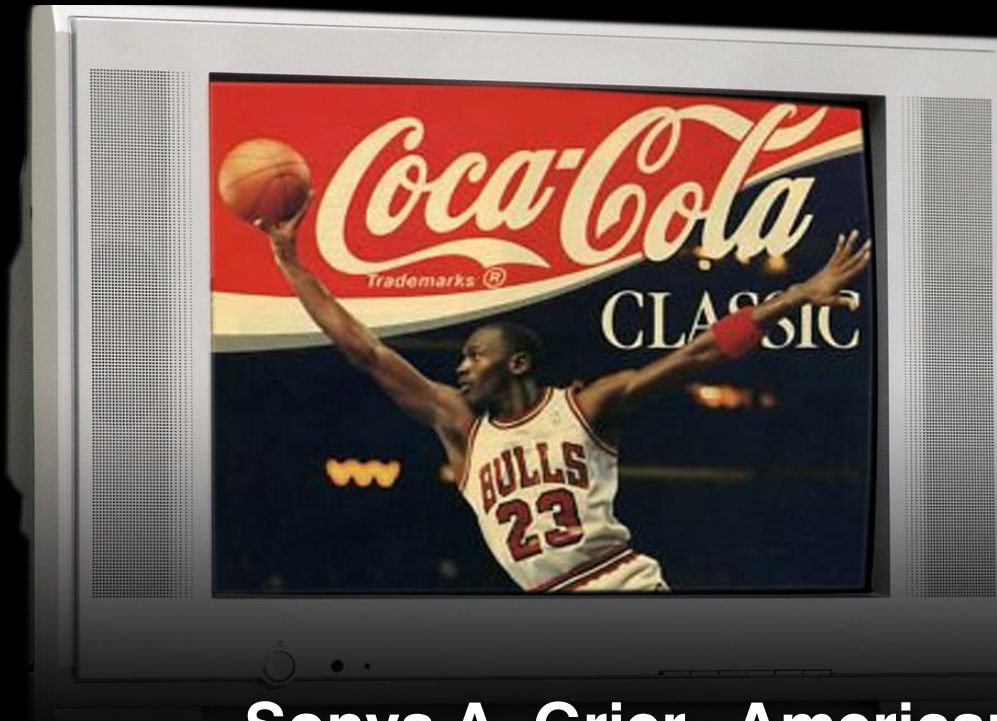


# *Targeted Food and Beverage Marketing to Black Consumers*

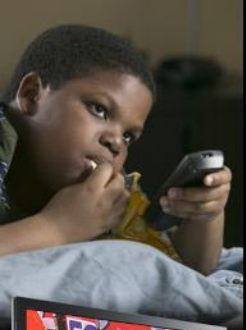


**Sonya A. Grier, American University**

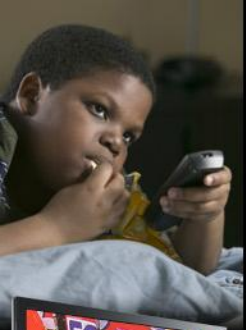
**March 17, 2011**

***Presentation to the Communities Creating Healthy Environments (CCE)  
Webinar on the targeted marketing of junk foods to communities of color***

# Presentation Outline



1. **Background: obesity**
2. **Why focus on targeted marketing?**
3. **The process of targeted marketing**
4. **Examples of targeted marketing**
5. **Summary of academic research**
6. **Some complexities to consider**

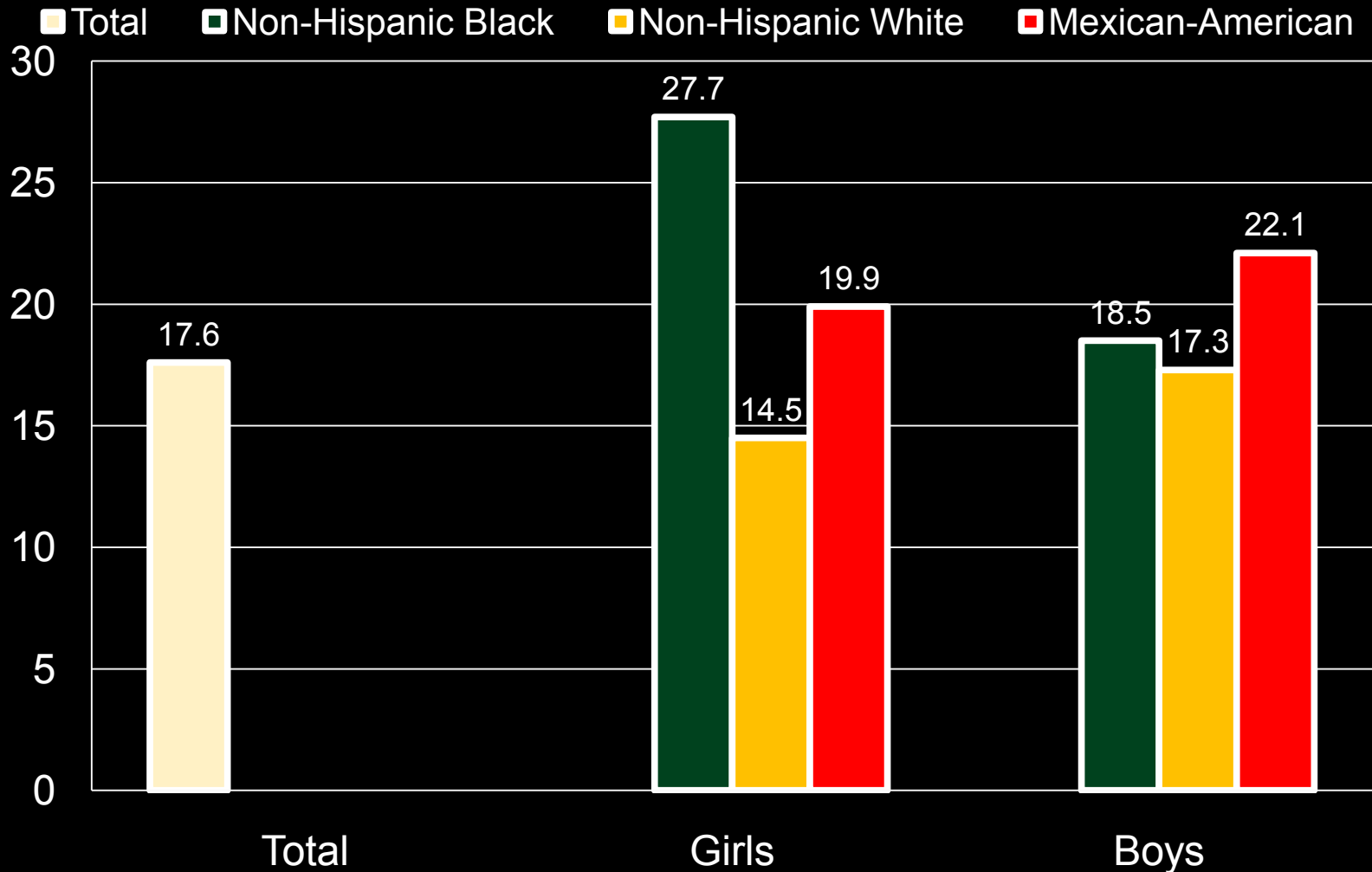


# The Obesity Epidemic

- Obesity has increased among all age groups In the U.S.
  - Has tripled among children (ages 6-11) and adolescents (ages 12-17) since 1980).
  - Approximately 15% of youth aged 2-19 are obese.
- The numbers mask significant differences by age, gender and ethnicity



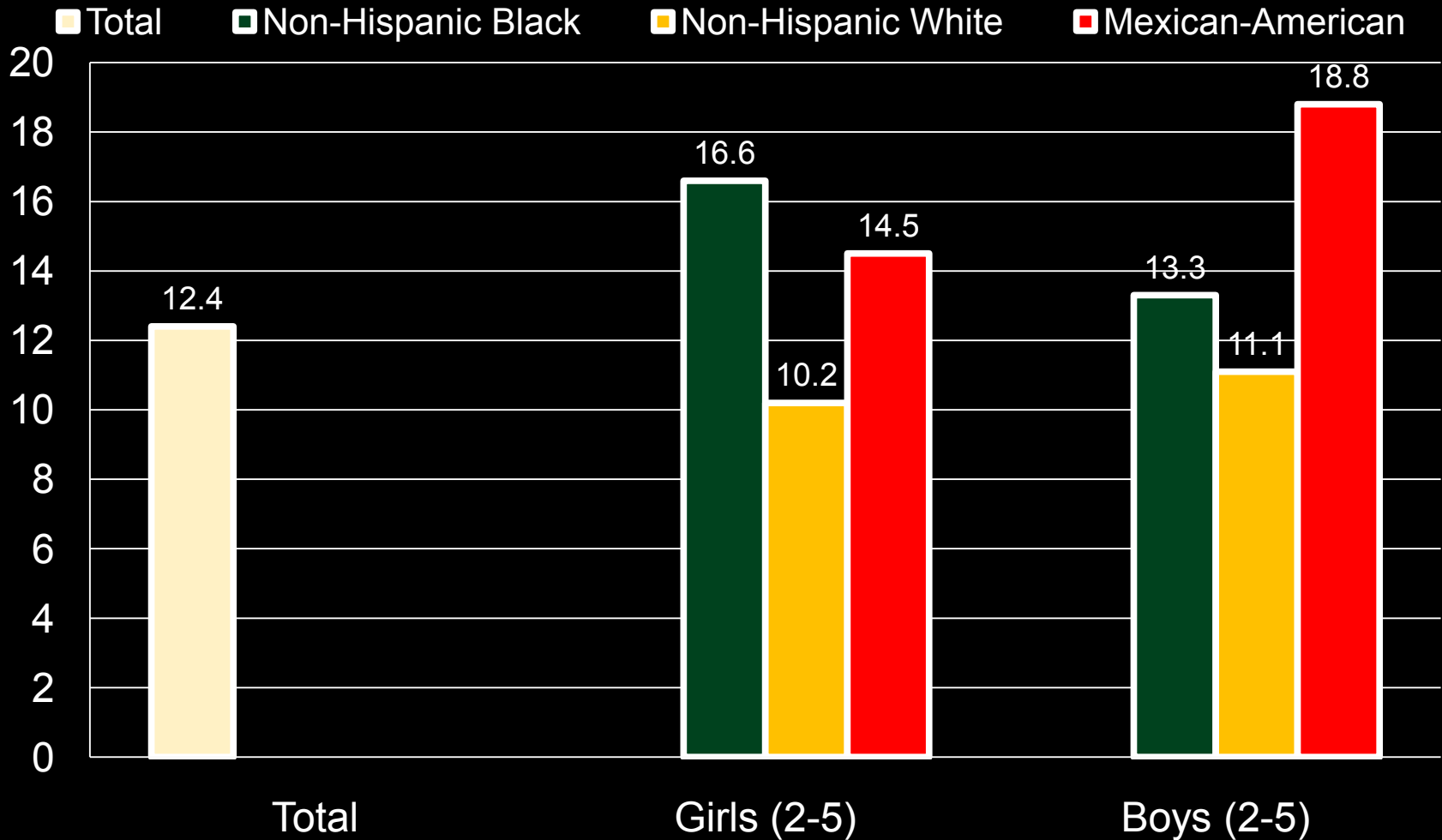
# Obesity Among 12-19 year olds BMI > 95<sup>th</sup> percentile (2003-2006)



Source: Ogden, Cynthia L., Margaret D. Carroll, and Katherine M. Flegal (2008), "High Body Mass Index for Age among Us Children and Adolescents, 2003-2006 " *JAMA: The Journal of the American Medical Association*, 299 (20), 2401-05.

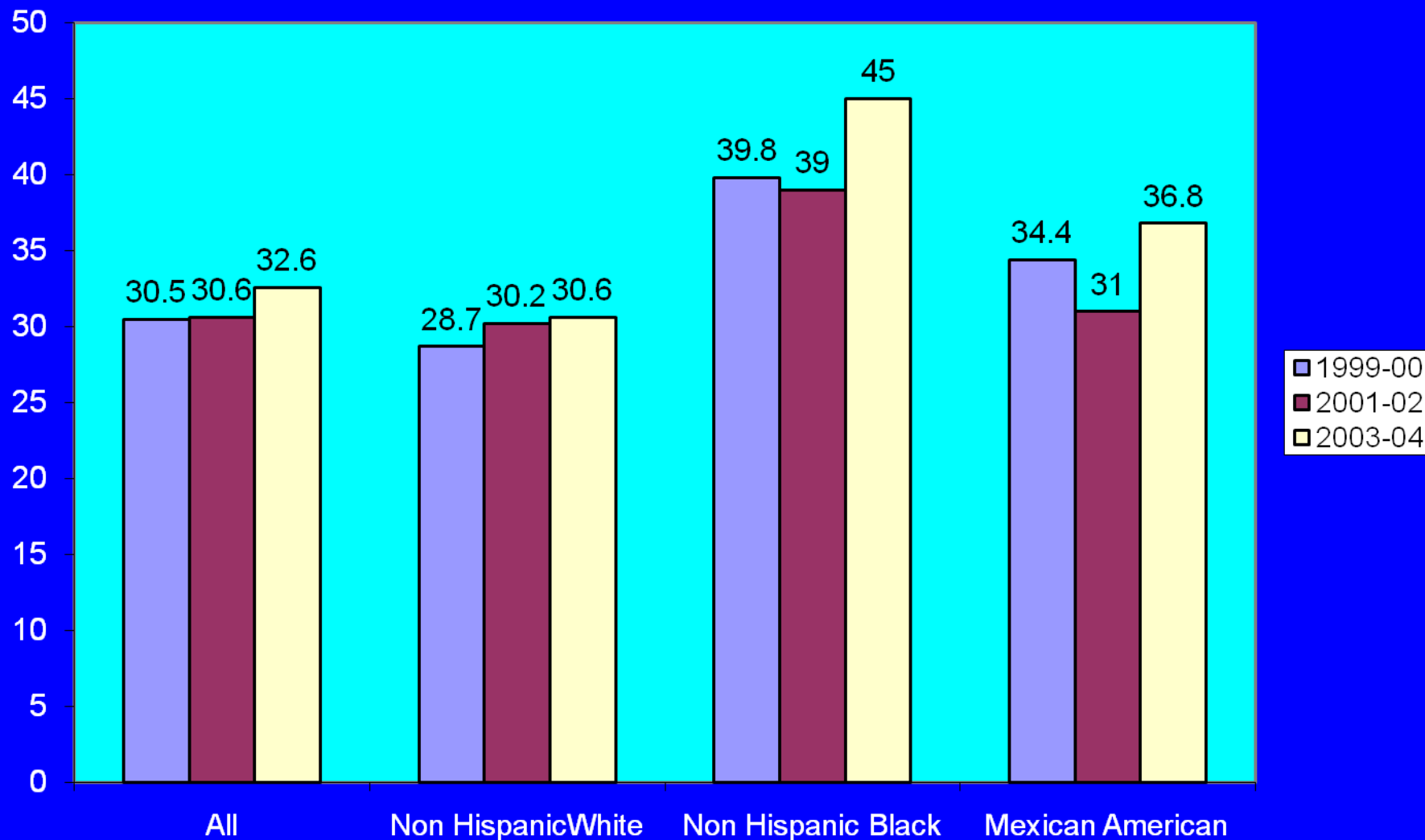
# Obesity Among 2-5 year olds

## BMI > 95<sup>th</sup> percentile (2003-2006)



Source: Ogden, Cynthia L., Margaret D. Carroll, and Katherine M. Flegal (2008), "High Body Mass Index for Age among Us Children and Adolescents, 2003-2006 " *JAMA: The Journal of the American Medical Association*, 299 (20), 2401-05.

# Prevalence of Obesity: Adults 20 Years or Older

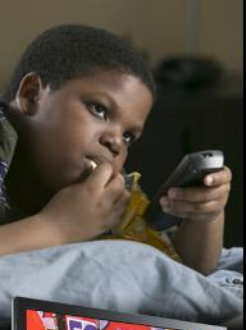


Source: National Health and Nutrition Examination Survey (NHANES):Ogden et. al., Prevalence of Overweight and Obesity in the United States, 1999-2004, JAMA, April 5, 2006—Vol. 295, No. 13

# Why focus on Target Marketing?

- Marketing is a system designed to affect consumption.
  - Affects the awareness, availability and attitudes about food and beverages
  - Influences consumer choice
- Targeted marketing environment may hinder or limit effect of general initiatives.





# Black Consumers and Marketing

- Attractive target for marketers; one of the fastest-growing segments and trendsetters.
- Food marketing may be synergistic with underlying audience characteristics.
  - Media usage patterns
  - Consumer orientation
  - Response





# Youth Media Usage by Ethnicity

## Total Media Exposure, by Race/Ethnicity

In a typical day, average amount of time spent with:

	Among all	RACE/ETHNICITY		
		White	Black	Hispanic
TV content	4:29	3:36 <sup>a</sup>	5:54 <sup>b</sup>	5:21 <sup>b</sup>
Music/audio	2:31	1:56 <sup>a</sup>	3:00 <sup>b</sup>	3:08 <sup>b</sup>
Computer	1:29	1:17 <sup>a</sup>	1:24 <sup>ab</sup>	1:49 <sup>b</sup>
Video games	1:13	:56 <sup>a</sup>	1:25 <sup>b</sup>	1:35 <sup>b</sup>
Print	:38	:39	:33	:34
Movies	:24	:13 <sup>a</sup>	:43 <sup>b</sup>	:33 <sup>b</sup>
<b>TOTAL MEDIA EXPOSURE</b>	<b>10:45</b>	<b>8:36<sup>a</sup></b>	<b>12:59<sup>b</sup></b>	<b>13:00<sup>b</sup></b>

Note: Statistical significance should be read across rows, by section.



# Defining Marketing

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

*(American Marketing Association 2008)*



# The Target Marketing Process

**Segment:** Find ways to group consumers according to their needs  
e.g. Demographics, usage, purchase behavior

**Target:** segment(s) toward which to direct marketing actions  
e.g. African-Americans, light users, frequent customers

**Position:** Take marketing actions to reach target segments

4  
P's

Product

Price

Place

Promotion

# Marketing Research

African American Market in the U.S. (Feb 1, 2008) \$4,650

This new report provides an in-depth analysis of the behavior of African-American consumers. With a population exceeding 38 million and with buying power projected at \$1.1 trillion in 2012, African Americans remain a critical part of the American consumer economy.

*“Black Americans’ Shopping & Spending Patterns – March 2008 \$3,995*

This report provides critical insight on the shopping and spending patterns of Black Americans. This demographic has unique buying behavior that needs to be understood in order to optimize marketing and product development efforts.

*“The American Ethnic Consumer in CPG (2002)” \$4,495*

The report examines how food, drink and personal care manufacturers should address this growing market, dispels common myths and provides key insights into best practices.

*How can you benefit from this report? \*Assess current and future trends for new product development; \*Understand ethnic market drivers, nuances and pitfalls, identify best practice examples in targeting ethnic consumers*

# Targeted Marketing Environment

## Product Strategy

- Types of Food
- Packaging
- Portion Sizes

## Promotion Strategy

- Advertising
- Sales Promotions
- Sampling
- Cross-promotions
- Cause-Related

## Distribution Strategy

- Food outlet Presence
  - Fast food
  - supermarkets
- Variety and quality of food available

## Price Strategy

- Actual Prices
- Relative Prices
- Cost to Access

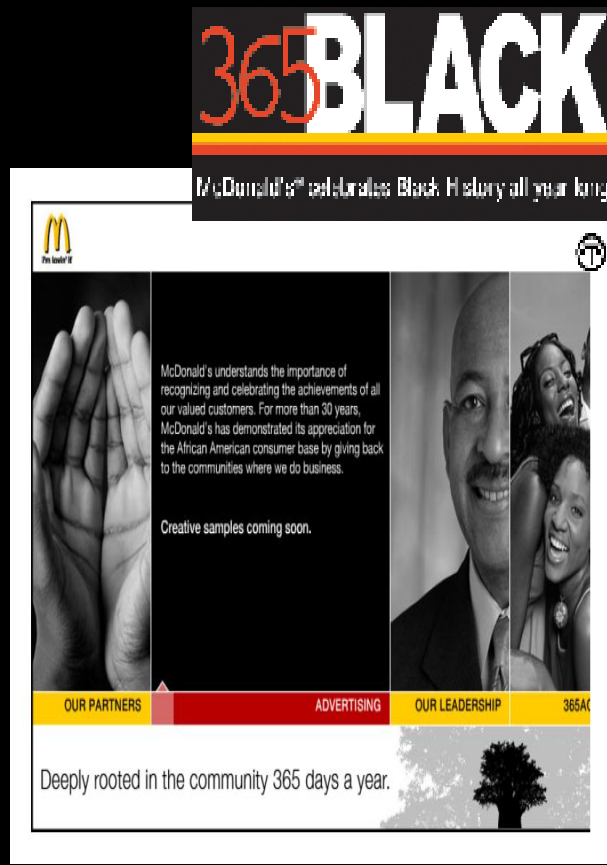


# The Psychology of Target Marketing



- Distinctiveness
- Similarity
- Identification
- Persuasion

# Target Marketing Example



- Radio and TV ads feature Venus and Serena Williams.
- Tom Joyner highlights 'little-known black history facts' and lauds McDonald's sponsorship.
- Black history posters in stores, black music month celebration and Kenyan vacation raffle .
- Booklets distributed to youth through school program co-sponsored by McDonald's and Coca-Cola.

# Soft Drink Target Marketing

- Consumption of sweetened beverages contribute to weight gain, obesity, diabetes, and dental decay.
- Heavy targeted marketing of soft drinks to African Americans
  - Major companies have had “special units” since the 1930’s.
  - Research suggests African-Americans targeted disproportionately relative to Whites.





# Price-based Marketing

*The Dollar Menu appeals to lower-income, ethnic consumers.*

*It's people who don't always have \$6 in their pocket.*

Steve Levigne, McDonald's vice president for U.S. Business Research (Warner 2011)

# Digital Marketing

The screenshot shows a digital marketing interface for Reese's Puffs. The main area is a virtual dance studio with a central character, a city skyline background, and various interactive elements. On the left, there's a navigation menu with buttons for 'Just Dance', 'Start Over', and 'Gallery'. A yellow sticky note says 'UNLOCK a Dance with a CODE'. Below the menu are icons for 'MIX BITS', a bowl of cereal, and a character. The central character is a girl with headphones and a gold chain. Text above her says 'PRACTICE your Moves'. To the right, a keyboard icon and text say 'Use your keyboard keys to choose your moves'. Further right, a list of dances and flairs is provided, with some items marked as 'LOCKED DANCE MOVE'. A yellow sticky note at the bottom right says 'When you're ready to perform click Record'. The bottom right corner has a 'TELL A FRIEND' button.

**Reese's Puffs**

**UNLOCK** a Dance with a CODE

**Just Dance**

**PRACTICE** your Moves

Use your keyboard keys to choose your moves

**Reese's Puffs**

**DANCES:** X close

- 1 = FREAKY SHUFFLE
- 2 = HARLEM SHAKE
- 3 = KRUMP
- 4 = LEAN BACK
- 5 = MARCO POLO
- 6 = PLAYER
- 7 = STOMPER
- 8 = POP N LOCK
- 9 = ROBOT
- 0 = CALI WALK

LOCKED DANCE MOVE  
LOCKED DANCE MOVE

**FLAIR:**

- Q = AIR KICK
- W = GIMME
- E = POINT
- R = JUMP SPLIT
- T = MIC SPIKE
- Y = MOON WALK
- U = TURN BACK
- I = HEAD SPIN
- O = REESE'S MUNCH
- P = SCISSOR KICK

LOCKED DANCE MOVE  
LOCKED DANCE MOVE  
LOCKED DANCE MOVE

← Stage

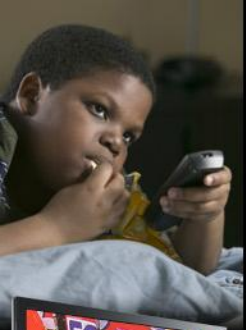
When you're ready to perform click **Record** →

**Start Over**

**Gallery**

**MIX BITS**

**TELL A FRIEND**



# Research on Targeted Marketing to African Americans

- Research has also documented that food and beverage marketing to African Americans is oriented toward less healthful products
  - advertising and other promotions
  - digital marketing
  - store locations and variety
- Review of research



# The Context for Choice: Health Implications of Targeted Food and Beverage Marketing to African Americans

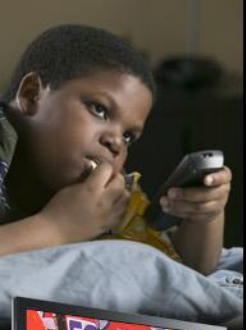
| Sonya A. Grier, PhD, MBA, and Shiriki K. Kumanyika PhD, MPH

American Journal of Public Health  
2008; 98:1616-1629

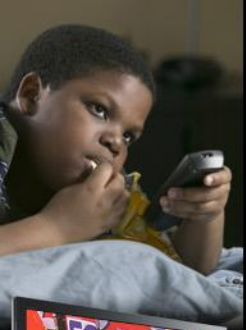
- Are African Americans more likely to be targeted with unhealthy foods than White consumers?
- Systematic review of empirical research related to targeted food marketing to African-Americans.
  - » What types of food and beverages are African-Americans made aware of, do they have access to, and what do they cost?
- Search identified 20 articles from 1992-2006. Data was limited but consistent.

# Summary of Review Findings

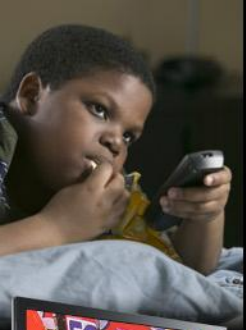
- Promotion dominated by low cost, low nutrition energy dense food products such as candy, soda and snacks.
  - Positive nutritional messages less frequent
- Relative to predominately white neighborhoods, predominately Black neighborhoods:
  - have fewer supermarkets, and healthier food choices may be less prevalent.
  - have a higher density of fast food outlets
  - yet fast food may cost significantly more



# Some Complexities



- Consumers may see no problem with food marketing
- Food marketing may provide benefits to Black consumers
- Black businesses may also benefit
- Food marketers may come from the community



QUESTIONS  
OR  
COMMENTS?