

# Disclosure Statement

- I have no affiliation (financial or otherwise) with a pharmaceutical, medical device or communications organization.

# Storefront Marketing to Teens: An Environmental Audit

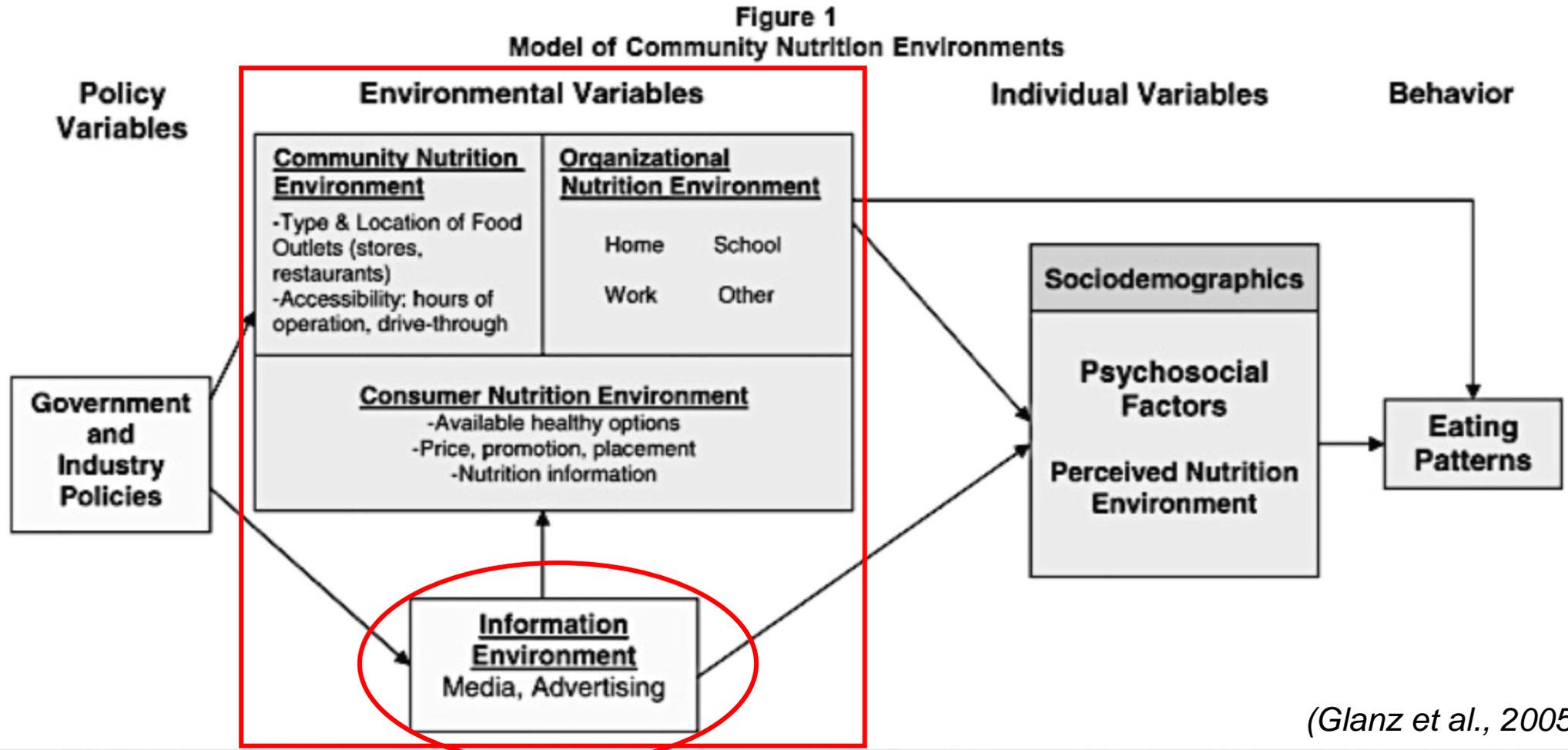
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# Glanz' Food Environment Model



# Background

- Diet-related health conditions on the rise
- Fast food vendors near schools
- Diet quality plummets after the age of 14
- Policy restricting food & beverage marketing to children under 13
  - **...Will this lead to increased marketing directed at teenagers?**
- A call for data on exposure & power of food and beverage marketing

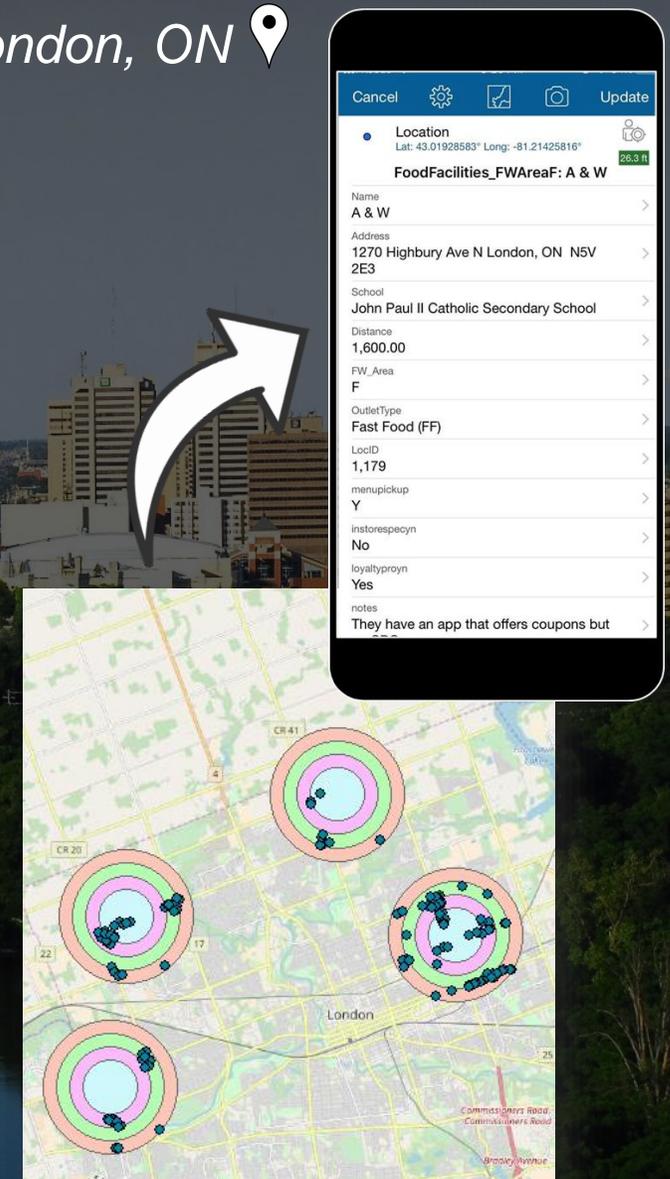
# Research Objectives

1. Understand the *food environment* in London, ON from an advertising perspective
2. Investigate how the *information environment* draws teenagers to food vendors
3. Create a *teen-informed tool* to objectively measure the information environment

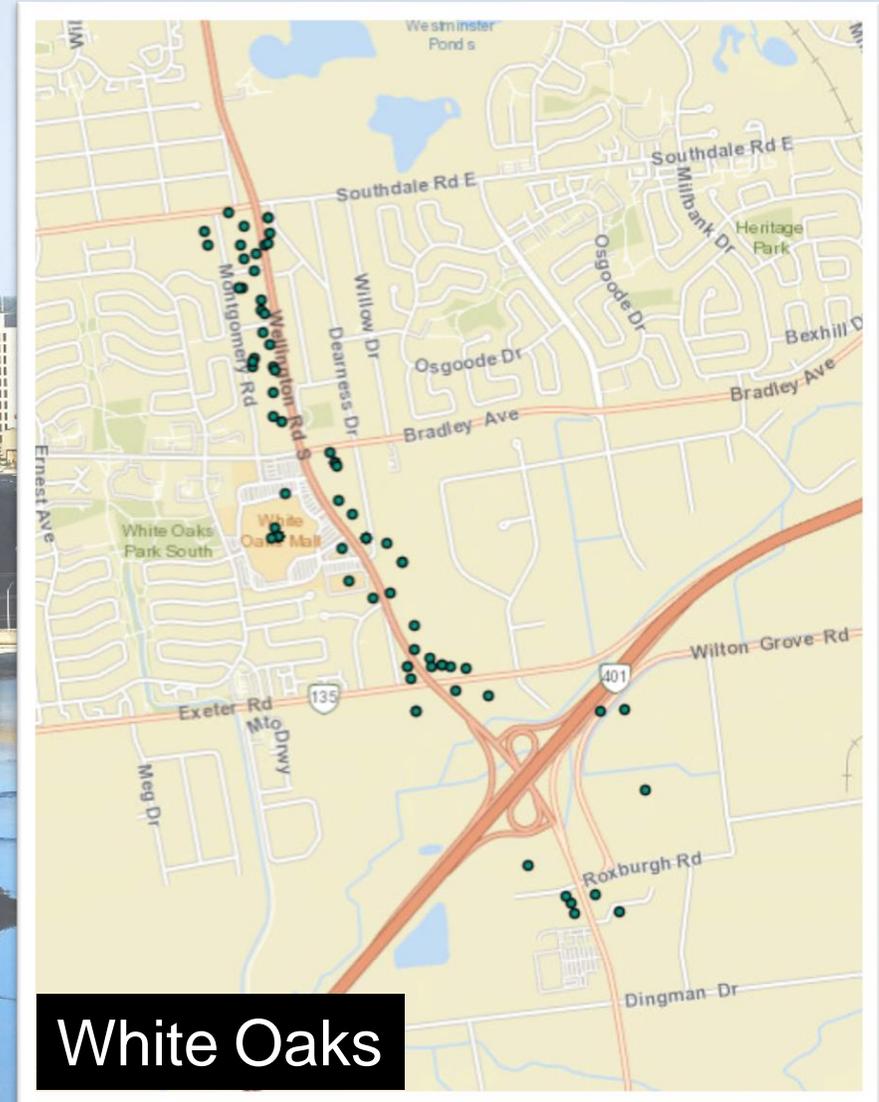
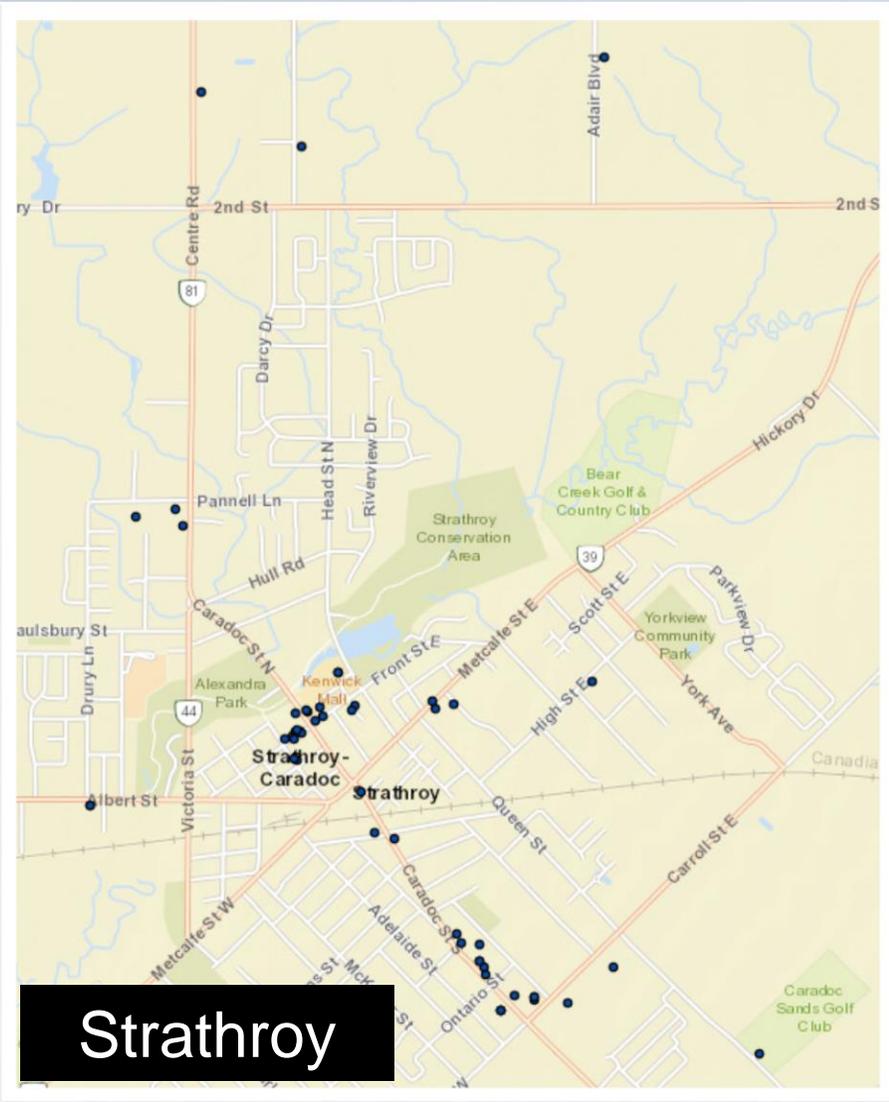
# Methods

London, ON 

- **Food Environment Audits (FEAs)**
  - Vendors within 2000m of 6 local high schools
  - Food hubs (n=442)
  - Transit shelters & billboards (n=740)
- **Outlet types:**
  - Fast food, Slow food, Convenience, Grocery, School cafeteria
- **Collected:**
  - Menu & pricing
  - **Photos of all food advertisements & signage**
  - Daily specials
  - Loyalty/rewards



# ArcGIS Collector



\$1 NHL TRADING CARDS  
\*With beverage purchase.  
 Tim Hortons

TAYLOR  
 SIDNEY CROSBY  
 PRICE

UNLIMITED MEDIUM 2-TOPPING PIZZAS  
 (ORDER 2 OR MORE)  
**\$7.99 EACH**  
 ORDER ONLINE [DOMINOS.CA](http://DOMINOS.CA)

128 JB  
**PATTISON**

CRISPY BASIL  
*Drunken Noodles*  
 [PAD KEE MAO]  
 NEW

**Thai express**

**Waffles? Yes. Waffles.**  
 Tim Hortons

1680A  
**PATTISON**

OUTFRONT  
 JAMESON  
 IRISH WHISKEY

**IF ONLY YOUR EXAMS WERE THIS SMOOTH.**

PLEASE ENJOY OUR PRODUCTS RESPONSIBLY.



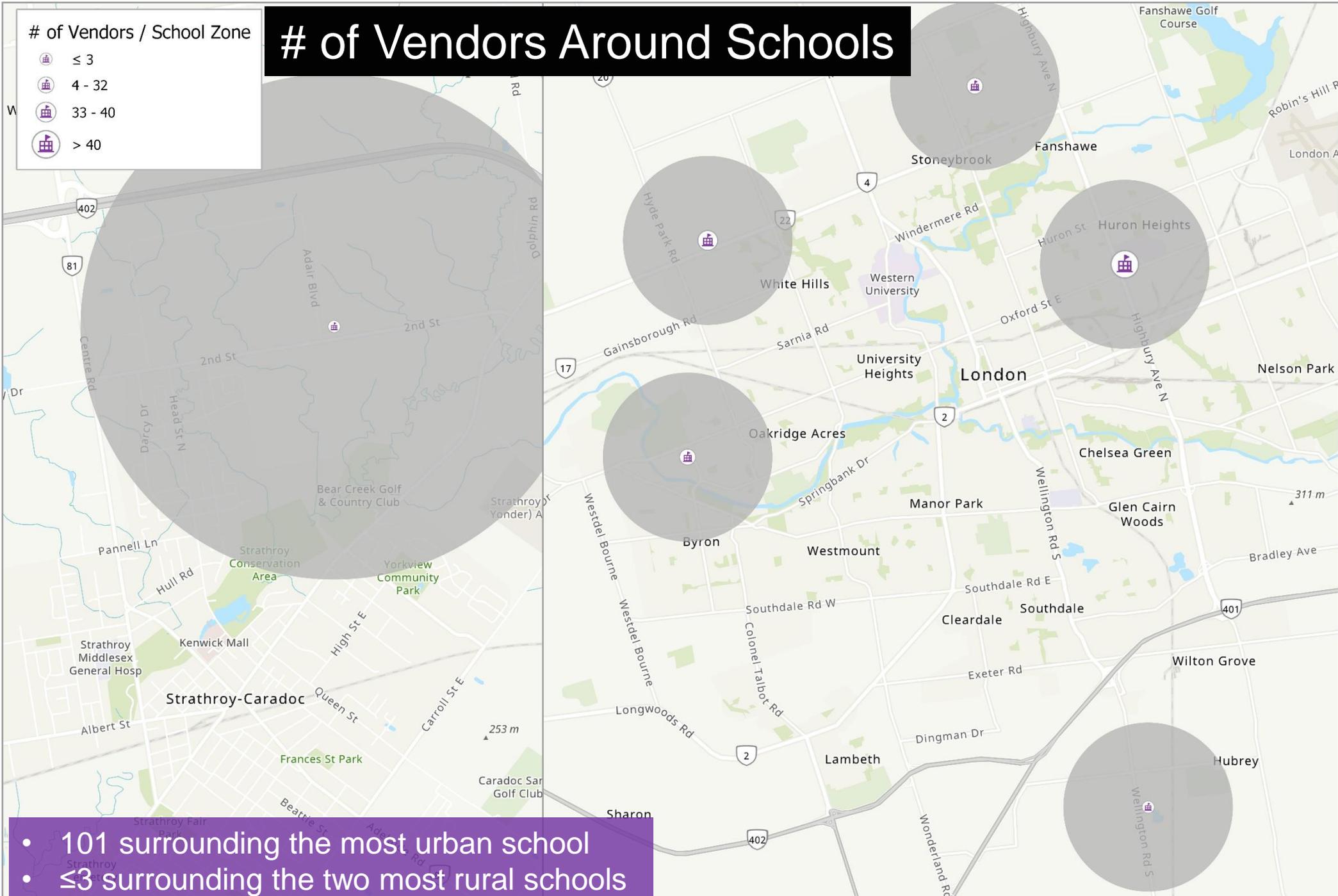
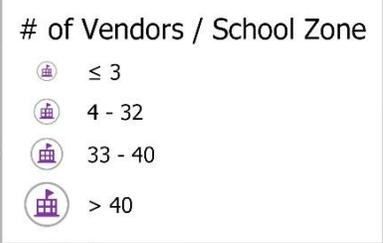
Focus of this paper: external vendor signage

An aerial night view of a city skyline. In the foreground, a large brick church with a prominent green copper spire is visible. To its left is a curved, multi-story red brick apartment building. To the right, a wide street shows light trails from traffic. In the background, several high-rise buildings are lit up against a dark blue twilight sky. A semi-transparent white rectangular box is centered over the middle of the image, containing the text "Preliminary Geographic Findings".

# Preliminary Geographic Findings



# # of Vendors Around Schools

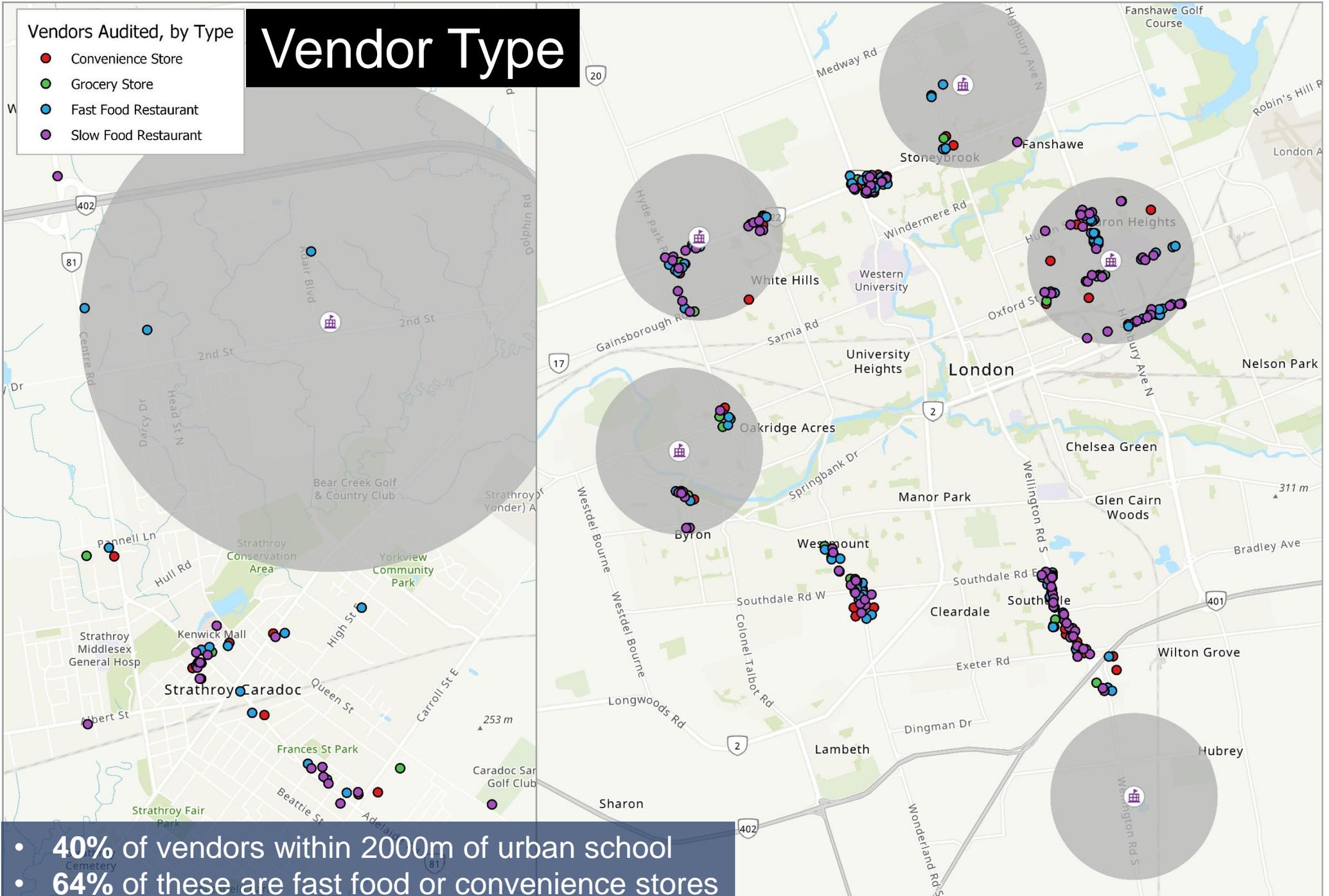


• 101 surrounding the most urban school  
• ≤3 surrounding the two most rural schools

### Vendors Audited, by Type

- Convenience Store
- Grocery Store
- Fast Food Restaurant
- Slow Food Restaurant

# Vendor Type



- 40% of vendors within 2000m of urban school
- 64% of these are fast food or convenience stores



So gooey. So fresh.  
SO IRRESISTIBLE.

ICE CREAM SANDWICH FRESH-BAKED COOKIES

\$3.75 1-\$0.85 2-\$1.50

IT'S TOFU GOOD!

NEW

TRY OUR NEW TOFU BURRITO!

GET COZY.

GRILLED CHEESE PANINI & ANY 8 OZ. SOUP COMBO: 550-650 Cals

5.99

Noodle Soup 10 Cals

Back to school NEVER TASTED SO GOOD

TEEN BURGER & ONION RINGS COMBO

AT THE USE OF OR STEROIDS

HOT SPOTS

CHEDDAR & ROASTED GARLIC Teen Burger Combo

Because delicious loves company.

RAISED WITHOUT the use of HORMONES OR STEROIDS

BRING HOME THE NEW FAN FAVOURITES

Coca-Cola

NEW Timmies Minis kids' meals.

Tim Hortons apple juice

Tim Hortons



# “Teen-Directed Marketing”

1

Price (29.11)

2

Image of Food/Beverage (20.80)

3

Taste Description (11.73)

4

Sale/Deal/Special Offer (9.98)

5

Slogan/Item Description (8.52)

6

Logo/Company (6.93)

7

Direction/Location (4.27)

8

Gamification (3.84)

9

Loyalty Points/Rewards (3.30)

10

Character/Celebrity  
or TV/Movie tie-in (1.52)

# Conclusions & Next Steps

- Teens are uniquely influenced by marketing
- Pinpointed key “teen-directed” advertising techniques
- The **power** of ads will be determined
  - Teen-developed weights
  - Tool will be applied to code all advertisements



# Implications For Policy & Practice

- Restrict the advertising of ultra-processed foods surrounding schools
- Consider the implications of food/beverage advertising to teens when designing healthy communities
- Call for data on exposure and power of marketing
  - Federal Bill S-228 & WHO
- Offers a coding tool for measuring the 'information environment'
- Informs behavioural interventions for teens



**Healthy behaviours + Healthy Environment = Healthy Communities**

# Questions?

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## More Information:

<http://www.theheal.ca>



## Funding:



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CIHR IRSC  
Canadian Institutes of  
Health Research Institut de recherche  
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