Choosing Imagery in Advertising Healthy Food to Children

# Details

## DOI

10.2501/jar-2018-003

## Issued

2018

## Language

English

## Volume

58

## Issue

4

## Start Page

## End Page

## Authors

Lagomarsino M.;Suggs L.

## Type

Journal article

## Journal

Journal of Advertising Research

## Publisher

WARC Limited

## Sample

89 6 to 8 year old students from southern Switzerland

## Implications For Stakeholders About

Healthcare

# Abstract

Food advertising is widely believed to influence children’s food preferences, although the
evidence is not conclusive. This research examined the effects of visual communication on
children’s healthy food choices. The children in the study liked foods displayed as cartoons
the most, not the drawn foods, but they wanted to consume the foods represented by photos.
To motivate healthy-food consumption by children, therefore, it may be more effective to use
photos rather than cartoons or other animations. Healthy-food advertisements using a mix of
visualizations may maximize the attention to and adoption of healthy food marketed to children

# Outcome

The children in the study liked foods displayed as cartoons the most, not the drawn foods, but they wanted to consume the foods represented by photos. To motivate healthy-food consumption by children, therefore, it may be more effective to use photos rather than cartoons or other animations