



# Campaigns

86%

of parents think the government should do more to control the way unhealthy foods are marketed to children  
2006 WHICH? SURVEY OF 815 PARENTS IN BRITAIN

Unhealthy food ads will still go out at peak viewing time for under-16s

## TV ad controls fail our children

### KIDS' FOOD UPDATE

To coincide with the latest phase of TV advertising restrictions designed to protect children from ads promoting unhealthy foods, we decided to see what effect the new rules will have – by taking a snapshot of viewing figures for ITV1 between 28 May and 10 June. Our findings revealed that the restrictions for unhealthy food ads would cover:

- none of the 20 TV programmes most watched by children, and
- only seven of the top 50 programmes most popular among under-16s.

### Flaws in Ofcom's rules

The current restrictions, imposed by telecoms regulator Ofcom, ban ads for foods high in fat, sugar and salt from being shown in or around programmes of special appeal to those under ten. They are to be extended next January to those under 16. However, our research has always shown that Ofcom's decision to limit the ban to the scheduling of children's programmes is flawed, because

more and more children are watching TV in the evening, outside children's programmes. And our latest piece of research has thrown up the central defect in Ofcom's methodology. It bases the restrictions on the proportion of children watching a programme, not the actual number. As a result, although a programme such as *Avatar: The Legend of Aang* would be covered, *Coronation Street*, with more than five times the number of viewers under 16, would escape. Sue Davies, Which? Chief Policy Adviser, summarises the problem: 'The controls mean that food

companies are left free to broadcast ads for unhealthy foods at the times when they know most children will be watching. A 9pm watershed is the only answer.'

### Irresponsible TV ads

Pizza Hut's TV ad for its Cheesy Bites Fondue Pizza is the latest in our rogue's gallery of examples of irresponsible marketing ploys. Its depiction of a boy as a superhero has bags of child appeal, and its closing slogan, 'Pizza Hut has made food and fun the best of buddies', conveys a healthy message. It's a great shame, then, that the food it's promoting is unlikely to have such a beneficial effect on children's health.



**Pizza Hut's latest TV ad for Cheesy Bites Fondue Pizza has bags of child appeal**

### Parents fight back

Among all this gloom, there is some good news. Our campaign for responsible marketing of food to children is really making an impact – with parents and with schools. We'll tell you more in our October 'Campaigns' page. In the meantime, if you spot an unhealthy food promotion that targets children, take a photo and email it to us at [kidsfoodphotos@which.co.uk](mailto:kidsfoodphotos@which.co.uk)

## CAMPAIGN NEWS

**We set out our campaign agenda for key decision-makers to address after the summer recess**

### Around the UK

■ Our fight for increased competition in the legal services sector, and for an industry that treats consumers fairly, will come to its climax in October, when the Legal Services Bill will enter its final stages. Armed with your experiences, we'll continue to mount a strong lobby to MPs and peers to ensure that barristers and solicitors are answerable to an independent complaints body.

■ The government's bill on personal accounts is expected by the end of the year. It will set out the detail of the future national pension saving scheme into which people can save from 2012. We'll be calling on MPs and peers to ensure that the system is low cost and simple and places consumer interests at the heart of its decision-making.

■ We'll continue to meet with members of the new Scottish Parliament and Assemblies in Wales and Northern Ireland on a raft of issues, from food and health to personal finance.

### In Europe

■ We'll be stepping up our campaigning in Brussels, with proposals set to be released by the end of the year from the European Commission to improve nutrition labelling. We want it made compulsory for all eight main nutrients to be labelled, along with colour-coded, front-of-pack labelling as in the UK.

## SAVE MONEY ON MICRO HI-FIS

### Great savings with Hughes Direct

This August, Hughes Direct is offering exclusive discounts for Which? members on selected micro hi-fis from this month's report – see p46. The top-rated Teac model is available at a discount of 13 per cent off the Which? quoted price, and Denon models are on offer with discounts of

between 15 and 22 per cent. The Pure Legato II is also available at up to 21 per cent off the quoted price. All these offer prices include delivery.

To find out more about this offer and other member-only discounts from Hughes Direct, log on to [www.hughesdirect.co.uk/which](http://www.hughesdirect.co.uk/which) or call 0845 678

0084. Offer valid to 30 September 2007 and subject to availability.

Each month Which? members can take advantage of the competitive deals offered by Hughes Direct. All goods are guaranteed to be a minimum of 10 per cent below high-street prices published in

Which? product reports (even taking account of delivery charges). If you find the same product cheaper elsewhere (including delivery) within seven days of purchase, Hughes Direct promises to refund 110 per cent of the difference. Call or go online to see how much you can save.

