



decoding advertising

By Nancy Phillips

Advertising of breastmilk substitutes continues to undermine breastfeeding all over the world. (See fact sheets in this kit on the International Code and the Nestlé boycott.) Understanding how advertisements influence a target audience can help to take the power out of the message. Think about the following questions the next time you see advertisements for infant formula:

- What do you notice first when you look at this advertisement?
- What appeals to you about this advertisement? What do you think will appeal to others?
- Who is the target audience of this advertisement?
- How does that ad make you feel about the product? Does it change what you previously thought about the product? Does it make you think about the product in a new way?
- Does the advertisement tell you everything you need to know about the product? Is any information missing? Is it misleading?
- Does the advertisement compare the product to other similar products? If it does, why? If it doesn't, why not?
- Is the advertisement using fact or opinion, or a mixture of both?
- How does the advertisement use colour, text, pictures or sound to convey its message?
- Does the advertisement present an idealized image of the product or of what will happen if the product is used? What are the real impacts of the product?
- Where is the advertisement placed? (In a parenting magazine, in a direct mail flier, on a poster in a doctor's office...) Does this placement affect the impact of the ad?

Remember that the goal of advertising is to sell products. Infant formula companies are not just competing against each other for market share, but are competing against breastfeeding as well.

Analyse the following promotions of products under the scope of the International Code with the above questions in mind.



Strengthen her mouth,
soothe her soul.
With a NUK® from Gerber®

NUK from Gerber
Peace. Quiet. And a little bit of exercise.
It's what happens every time you give your baby a NUK from Gerber. NUK is the orthodontic pacifier made to help your baby's tongue, palate and jaw develop naturally. Maybe that's why it's the best-selling pacifier.
Available in three sizes from Newborn up to 18+ months.

Shouldn't your baby be a Gerber baby?TM

Parents' Resource Center
1-800-4-GERBER • www.gerber.com
Anytime, day or night.

Gerber

Take my word for it...
Babies love
the taste of New Nestlé Baby Cereal!

Introducing a New Addition to the Nestlé family — Nestlé Baby Cereal. Nestlé has applied over 130 years of infant nutrition expertise to develop a line of Baby Cereals that you and your baby will love!

Our cereals have great taste, aroma and texture. They are developed to suit each stage of baby's growth and nutritional needs, and are easy to digest. Nestlé Baby Cereals, a welcome addition to any family.

Over 130 years of Infant Nutrition expertise.

Enfamil

SAVE \$25
Playtex
Complete Nurturing Kit