The role of FOOD Advertising

Transparency and Responsibly

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The history of advertising

- In ancient China (pre-modern history, 11th to 7th centuries BC), advertisements were in calligraphic signboards and inked papers.
- Copper printing plate (Song dynasty) is used to print paper posters with a rabbit logo & message like “Jinan Liu’s Fine Needle Shop” and “We buy high quality steel rods and make fine quality needles.”

Modern advertising

“Good Morning! Have You Used PEARS’ Soap?”

THOMAS J BARRATT (Father of modern advertising – 19th Century)

Definition of Advertisement

Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them, as defined by the Advertising Association of UK.
Growing advertising spends

Explosion of Communication Channel Options

- 24/7
- MOBILE
- INTERACTIVE
- SIGHT & SOUND
- INTERCONNECTIVITY
- SEARCH ENABLE
- GEO TARGETING
- DEMO/PSYCHOGRAPHIC TARGETING

- ANYTIME
- ANYWHERE
- TWO WAYS COMM.
- AUDIO/VISUAL
- BORDERLESS ACCESSIBILITY
- INFO AT YOUR FINGERTIP
- CONSUMER LOCATION REACH
- CONSUMER PREFERENCE COMMUNICATION

US$2.1 Trillion in 2018
Global Key Food Advertisers

Evolution of food advertising

New advertising approach

Appetite Appeal

Values
Happiness
Convenient

Humor
We can’t deny the influence, effectiveness and power of advertising in our daily lives!
Other key influences

1. Cultural or tradition
2. Food availability
3. Affordability
4. Education
5. General health consciousness
6. Regulatory control
7. Support from non-government bodies
8. Advertising

1. MY Rich Food Culture

2. Food Availability

3. Affordability
4. Health Education

5. Public Health Consciousness

6. Regulatory Control

7. NGOs Support
Other key influences

1. Cultural or tradition
2. Food availability
3. Affordability
4. Education
5. General health consciousness
6. Regulatory control
7. Support from non-government bodies
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8. Advertising

Advertising & Communications

Traditional

T1. TV Advertisement
T2. Programming & Sponsorships (Drama & Movies)
T3. TV Food Reality & Cook Shows
T4. Print Ads, Food & Recipe w/up
T5. Food Fare & Carnival

Digital

D1. Food Blogs
D2. Youtube/FB Food Content
D3. Food Rating by Publishers
D4. Instagram & Pinterest Appetizing Food Pictures

However....

Despite the growing availability of the new and advanced consumer targeting devices or channels, Advertisers have to exercise extreme caution in their communication campaign with TRANSPARENCY and RESPONSIBLY to avoid:

1. Misleading advertising
2. Food safety and security
3. Overeating habit that leads to obesity or other health issues
Thank You!

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