

**criança**   
CONSUMO

  
alana

If you're not paying you're the product

Isabella Henriques

Children's Global Media Summit - Manchester, 2017



A Brazilian nonprofit civil society organization:  
its mission is to 'honor the children'

Since 1994



An Alana's program: its mission is to disseminate  
and debate issues related to the negative  
impacts of advertising to children

Since 2006

# Child and Consumerism - 2006



city of São Paulo, Brazil

# 4h30

average children's audience on TV

SOURCE: IBOPE

# 11 years after - 2017

Brazil, South America:

208 million inhabitants

40 million **children** aged 0-12 years old:

40% low-income households

6 million in extreme poverty

36.7 million households with **Internet access**

AB = 90%

C = 60%

DE = 23%

95% AB Internet users (5.7 million)

35% DE Internet users (20.8 million)

# 5h30

average children's audience on TV

Source: TIC Kids Online Brazil 2016; IBOPE; IBGE

# 11 years after - 2017

## Children Internet users

AB = 98%

DE = 66%

By computer:

AB = 87%

DE = 34%

By mobile:

ABCDE = 90%

**Only by mobile: DE = 61%**

## At School:

2012 – 2016 (- 10% ) = 32%

81% children users use it to do school work


## Social Media:

9-17 years old = 86%

62% have seen advertising on social media

69% have seen advertising on videos

Source: TIC Kids Online Brazil 2016

A young girl with dark hair in a ponytail, wearing a bright pink long-sleeved shirt and colorful patterned leggings, stands in a toy store aisle. She is holding a tablet computer and looking at the screen. The aisle is lined with shelves filled with various toys, including boxed action figures and dolls. The background is slightly blurred, showing other shelves and a red display wall. A white text box is overlaid on the image, containing statistics about children's requests for electronic devices and games.

according to their parents:  
21% asked for electronic devices  
20% asked for clothes or shoes  
12% asked for electronic games

Source: TIC Kids Online Brazil 2016



U p t o t h e a g e o f 6  
c h i l d r e n d o n o t  
i d e n t i f y  
a d v e r t i s i n g

C h i l d r e n a g e d  
6 - 1 2 d o n o t  
u n d e r s t a n d t h e  
**persuasiveness**  
**and complexity of**  
**advertising**

# Negative impacts of adverstising

*consumerism, obesity, sexualization, violence and environmental unsustainability*





# 11 Years of activism

(we are from the 'orkut era')



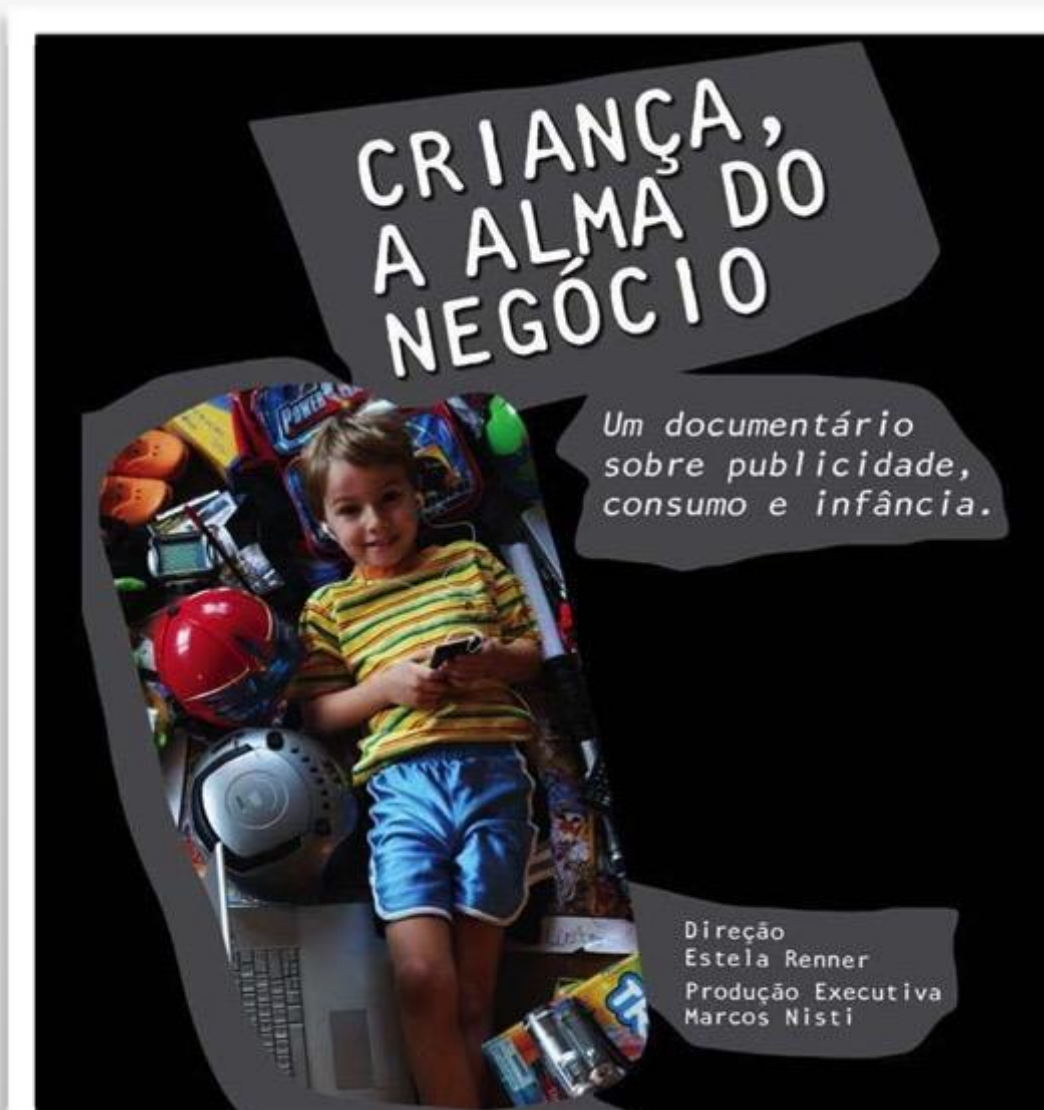
# History

2006

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<http://www.videocamp.com/en>

2008



*Target Market*

2012



*Way Beyond Weight*

# Historv 2014

09/11/2014 13h03 - Atualizado em 09/11/2014 18h34

## Tema da redação do Enem 2014 é sobre publicidade infantil no Brasil

MEC divulgou o tema da prova após o início do exame deste domingo. Veja quais são os critérios para conseguir uma redação nota 1.000.

Paulo Guilherme  
Do G1, em São Paulo



**MEC**

TWEETS 11,5 mil SEGUINDO 231 SEGUIDORES 213 mil CURTIU 2

**CS MEC** @MEC\_Comunicacao  
MEC\_Comunicacao  
sessoria de Comunicação Social -  
Ministério da Educação  
Brasília (DF)  
portal.mec.gov.br

**Tweets** Tweets e respostas Fotos e vídeos

**ACS MEC** @MEC\_Comunicacao · 5 min  
#Enem2014: o tema da redação é: "Publicidade infantil em questão no Brasil".

Tema da redação Enem 2014 (Foto: Reprodução)



[Resolution 163 by Conanda]

# History

2016



2017



Keeping Advocacy

There is now  
a consensus  
that it is necessary to  
protect children  
from commercial advertising

# Evolution? Kickback? Or overlap?



TV advertisement  
Advertisement at schools  
Product placement  
Real experiences

Digital advertisement  
Unboxing  
Youtubers kids  
Electronic games  
Marketing 360

# Reflections in the virtual environment

YouTube for people over 18?

52.164 billion views by  
Brazilian children and babies  
from **zero** to 12 years old

**‘Nina e Bel para meninas’**

(Nina and Bel for girls)

4.4 million of followers

**‘Julia Silva’**

2.8 million of followers

Source: ESPM Media Lab 2015-2016

# Reflections in the virtual environment

The growth of Brazilian children's audience of:

- videos of unboxing = **975%**
- Youtubers' channels = **564%**
- children's TV channels = **171%**

[between the years 2015 – 2016]



Children influence family purchases by up to 80%

**consumer today  
promoter**

**consumer of the future**

**sales**



# The child is the product

# Smart toys

Risks: Data protection and advertising



Public financing  
More responsible companies  
Advertising target at adults

Is it possible?





Looking to the future: we need to harmonize  
the benefits of technology  
with child protection against marketing harassment



# Let's think about it together

Society > **companies and market** > public authority

# Thank you!

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