

2016 08

From: T [REDACTED] Evans [REDACTED]
Sent: Thursday, 7 April 2016 6:52 p.m.
To: Advertising Standards Authority <asa@asa.co.nz>
Subject: Children's Codes

Children should no longer be targets of advertising giants successful marketing to eat food which is high in sugar and high in fat. Structures need to be in place to encourage food eaten to be that which enhance their health and well-being.

Children are unable to "fight" against the cleverness (manipulative nature) of marketing and I am glad we are doing something about it!