

| First Name | Is the content or the placement of the ad concerning? | Product name | Description of the advertisement | Where and when did you see the ad? |
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| Elaine | Both | Cadbury chocolate bars | It is where school children are asked to promote and sell chocolate bars to raise money for their school. This normalizes this as an every day food. It creates bias towards the product when they are asked to sell it and promote it. The schools by participating in this type of fundraising makes it look like these products are a good part of a normal diet. | |
| Debbie | Both | Coca-Cola | Younger boy being bullied in the park by a group of older boys. Older boys steal his bottle of Coke Zero. The older brother (of the boy) stands up to bullies getting the bottle of coke back. Instead of keeping it for himself, he gives it to his younger brother. Boy looks very happy that his older brother helped him. | 13/04/16 7:47pm TV2 Advertisement targeting children/teens. Obvious childhood/teenage themes in this add are; 1) sibling relationships 2) bullying Even though Coke Zero is no/low sugar, it has artificial sweeteners. They may also cause insulin resistance leading to type2 diabetes & metabolic syndrome. |
| Nikki | Both | coke | You can't have fun, be cool or be popular unless you drink coke. Usually women are shown in skimpy clothes revealing the body sexually. Even very young girls are used this way and the men/ boys are in charge such as throwing the female into the pool with the coke in her hand. | I have seen this ad many times usually after 5pm and before 6pm either on channel one or three. |
| Hannah | Both | | | |
| Bridget | Both | All Junk Food | No Just food advertising should be shown to children. Especially concerned about advertising in school and sports clubs. | |
| L | Both | coca cola & mcdonalds | coca cola -Beautiful, fit, young people enjoying the poisonous drink known as coca cola, associating friends & relationships, claiming taste the feeling & enjoy life when really it will make kids fat & rot their teeth out & ruin their digestion. mcdonalds - attempts to play catchy music & imagery. Adds are always shown after school time, before dinner time etc when children & adults are most likely to become hungry | Both companies advertise daily especially before dinner & evening times. Fizzy drinks are also constantly advertised on specials at countdown & new world supermarkets in the evenings & weekends when they should be advertising specials on fresh fruits & vegetables - not junk food |

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| Emma | Content (what is in the ad) | New World | You can't buy happiness but you can buy chocolate. This advertising is associating unhealthy, sugary food with comfort. While most of us know what constitutes a healthy meal, very few are aware of the emotions behind the food that is presented to children on a regular basis. Even fewer understand how these emotions are entangled with childhood overeating. This is of great concern to me given that NZ has very high rates of childhood obesity. | New World in-store poster, September 2014 |
| Larry Wilson | Content (what is in the ad) | Up&Go | It's being advertised as a healthy food when it's really chemical muck. | Ongoing advertisements |
| Beth | Both | | No specific advertisement comes to mind as I avoid them as much as possible but I am totally opposed to anything that encourages children to eat sugary food or junk food | |
| franca | Both | franca morani | Any advertisement of sugary, colourful products | |
| kit | | | I want warning signs on bottles & on those areas where sold in shops | The Wellingtonian 7.4.16 'Tax a bandage on gaping obesity issue' makes the point. The real problem is that the food industry puts too much sugar in everyday & treat foods. The solution is to regulate the food industry, make healthy food cheaper & more accessible, limit advertising of sugary drinks & food & educate people. |
| Maria Sawtell | Both | | | |
| Sarah | Both | McDonald's Safety Team fluoro safety vests for children on the road patrols at schools | Children at my school who are on road patrol at the crossing outside the school before school wear bright fluoro safety vests provided by McDonald's with branding on them. I think this is inappropriate marketing of food to children within an education setting (which arguably should be neutral and not marketing anything to kids!) | This no doubt happens outside primary (and possibly secondary) schools throughout New Zealand every day. |
| Christine | | | | |
| Tamsin | Content (what is in the ad) | | | |
| Roger & Bev | Both | Junk food | Any unhealthy product advertising aimed at children, at any time. However, especially during children's programmes. | |
| Owen | | | | |
| Kirsty | Placement (where or when the ad was shown) | McDonalds | Their Soccer Player of the Day certificates with vouchers for McDonalds embedded. It just doesn't need to be there, and is inappropriately placed advertising, trying to create a habit in our kids after sport. | On Player of the Day Football/Soccer certificates for the Kids grades, down in Dunedin at least. |
| Coro | | | | |

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| Damaris | Both | Coca Cola | It wouldn't matter where the advertisement are as they are promoting an extremely unhealthy product that is priced cheaper than healthy food. The sad thing is that the advertising is so aggressive. All over dairies, in bus stops etc. The places where children are most likely to be on there way to and from school. | Again - the advertising is insidious because the cost of coke is cheaper than healthy food. Drinking high amounts is like smoking tobacco. Addictive and life-threatening. Appropriate taxes and restricted advertising with health warning would push it into the realm of a the occasional treat which is what it should be, not a staple. |
| Amea | Both | | | |
| d'Arcy | Both | Children's Toys Associated with Fast Food | McD, KFC, all of them - giving a cheap plastic toy to encourage our kids to eat bad food has got to stop. On top of this the advertising is everywhere and the toy with bad food association is terrible. This is the worst form of advertising - cheap toys and unhealthy food with a sugary drink... | Everywhere |
| Sophie | Both | | | |
| Kylie | Both | | | |
| Sophie | | | | |
| Raewyn | Both | Coke | | |
| Kaye Rooke | Both | | | |
| Carolyn | Both | | | |
| Jo T N | Content (what is in the ad) | Up 'N Go | On television the ad says 30% less sugar BUT this has not happened. Look at any tetra pack of Up'n Go and see.....no sugar reduction! Isn't it illegal to claim less sugar - but not actually reduce sugar?? | On TV - Intermittent ad placement. |
| John Farry | Both | John Farry | Too tempting for our kids! | |
| Elizabeth | Both | | Any advertisement of fizzy drinks, sweets and other items with high sugar content | They are on all the time |
| Graham | Placement (where or when the ad was shown) | | All the products placed at child height in supermarkets; that's highly inappropriate and too alluring for kiddies. Such products appealing to children should be placed well out of reach, if not sight. | April 6, 2016, supermarkets in Coastlands, Paraparaumu, esp. Countdown. |
| Patrick | Both | Coca Cola | Kids, happy, fun | |
| Jemma | Both | | | |
| Ross S. | Content (what is in the ad) | Hamburger | Contain gluttonous-styles of eating activities & relating to junk food. | Most days, evenings all channels |
| Mel | Both | | | |

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| Erwin | Both | All So called sports drinks | If you drink this your peers think you are cool. If you don't you depicted as a loser. | I have little confidence in the ASA coming up with something useful. We will probably get something like our river must not be save drink or swim in, but must be wadeable. |
| Michael | Both | | | |
| John | Both | | | |
| Jean | Both | Nutri grain | It's not okay that we see Nikki Hart, 'registered nutritionist', promoting rubbish cereal like Nutri-Grain that has been exposed as one of the worst for added sugar - during times when kids and their parents are likely to be watching | Can't recall which days, not sure which channel (though probably 1), but during kids' TV watching times. Haven't seen it for a few weeks so maybe there have been complaints. |
| kevin | Both | | | |
| Doug | Both | | | |