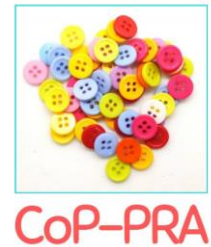


A Case Study on Ad Regulation Involving Children

Kara Chan, School of Communication, Hong Kong Baptist University



Duration

3-4 weeks

Student learning outcomes

Altogether 24 students worked on this assignment in four groups in March 2021.

Assignment brief ([http://www.coms.hkbu.edu.hk/cop-pra/pdf/Group_projects/A Case Study on Ad Regulation Involving Children.pdf](http://www.coms.hkbu.edu.hk/cop-pra/pdf/Group_projects/A_Case_Study_on_Ad_Regulation_Involving_Children.pdf))

Advertising to children is an area of marketing and communications that the communication industries in the world treats with the highest degree of standards and accountability to ensure responsibility, accountability, and respect for the child audience.

According to the Generic Code of Practice on Television Advertising Standards (Communications Authority, 2020), particular care should be taken over advertising (a) which is broadcast within or close to programs targeting children; (b) which is broadcast in a channel targeting children; or (c) in which children are to be employed.

This assignment requires students to conduct secondary research on how advertising regulation is being practiced in real-life situations. Students need to work on a TV advertisement involving children and that received public complaints. The assigned advertisements are:

1. Halloween haunted castle TV commercial by Disneyland in October 2008;
2. Kids' meal by Itacho Sushi Restaurant (板長壽司) in 2009;
3. Mannings little girl by Mannings in October 2008; and
4. Personal loans by PrimeCredit in August 2005.

Each case study examines whether the commercial was broadcast inside the family viewing hours, what public complaints it triggered, the final decision gave by the authority and the reasons, as well as the important lessons and implications for marketers and advertisers to be drawn.

The student works were produced and presented here.

1. [Halloween haunted castle TV commercial by Disneyland in October 2008;](#)
2. [Kids' meal by Itacho Sushi Restaurant \(板長壽司\) in 2009;](#)
3. [Mannings little girl by Mannings in October 2008;](#) and
4. [Personal loans by PrimeCredit in August 2005](#)