# **SUPPLEMENTARY MATERIAL**

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| **Supplemental Table S1.** Food groups used for classification in analysis |
| **Category** | **Description** | **Non-permitted criteria1** |
| 1. Chocolate and sugar confectionery | Includes sweet toppings, desserts, cereal and granola bars, chewing gum, and nut spreads. | *Never permitted* |
| 2. Cakes, sweet biscuits and pastries; other sweet bakery wares | Does not include bread and bread products. | *Never permitted* |
| 3. Savory snacks | Includes popcorn, seeds, nuts, crackers, other snacks made from rice, corn or potato. | >0 grams of added sugar, >0.1 gram of salt |
| 4. Beverages |  |  |
|  a. Juices | Includes 100% fruit and vegetable juices, juices reconstituted from concentrate, and smoothies. | *Never permitted* |
|  b. Milk drinks | Includes milk and sweetened milk. | >2.5 grams of total fat>0 grams of added sugars>0 grams of non-sugar sweeteners |
|  c. Energy drinks |  | *Never permitted* |
|  d. Other beverages | Incudes cola, lemonade, other soft drinks, mineral and/or flavored waters with added sugars or sweetener. | >0 grams of added sugars>0 grams of non-sugar sweeteners |
| 5. Edible ices | Includes ice cream, frozen yogurt, and sorbet.  | *Never permitted* |
| 6. Breakfast cereals | Includes oatmeal, cornflakes, chocolate breakfast cereals. | >10 grams of total fat>15 grams of total sugars>1.6 grams of salt |
| 7. Yogurts, sour milk, cream and other similar foods | Includes yogurt, fermented milk, drinking yogurt, cream | >2.5 grams of total fat>2.0 grams of saturated fat>10 grams of total sugars>0.2 grams of salt |
| 8. Cheese | Includes medium and hard cheeses, fresh cheese, graded cheese, cottage cheese, and processed cheese spreads. | >20 grams of fat>1.3 grams of salt |
| 9. Ready-made and convenience foods and composite dishes | Includes pizza, lasagna, ready-to-eat sandwiches, filled pastas, pasta in sauce, soups and stews. | >10 grams of total fat>4 grams of saturated fat>10 grams of total sugars>1 grams of salt>225 kcal |
| 10. Butter and other fats and oils | Includes butter, vegetable oils, margarine and spreads. | >20 grams of saturated fat>1.3 grams of salt |
| 11. Bread, bread products and crisp breads | Includes ordinary bread, gluten-free bread, toasted breads. | >10 grams of total fat>10 grams of total sugars>1.2 grams of salt |
| 12. Fresh or dried pasta, rice and grains | Does not include filled pasta and pasta in sauce. | >10 grams of total fat>10 grams of total sugars>1.2 grams of salt |
| 13. Fresh and frozen meat, poultry, fish and similar | This group also includes eggs. | *Always permitted* |
| 14. Processed meat, poultry, fish and similar | Includes sausage, bacon, chicken nuggets, canned fish. | >20 grams of total fat>1.7 grams of salt |
| 15. Fresh and frozen fruit, vegetables and legumes | Includes fruits and vegetables, legumes, starchy vegetables, roots and tubers. | *Always permitted* |
| 16. Processed fruits, vegetables and legumes | Includes canned fruits and vegetables, dried fruits, marmalade and jams. | >5 grams of total fat>10 grams of total sugars>0 grams of added sugars>1 gram of salt |
| 17. Sauces, dips and dressings | Includes salad dressings, ketchup, mayonnaise, soy sauce, mustard. | >10 grams of total fat>0 grams of added sugars>1 gram of salt |
| 1 per 100 grams of productSource: Adapted from WHO(2015)38 |

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| **Supplemental Table S2.** Classification of persuasive marketing techniques assessed in F&B ads |
| **Category** | **Description** | **Examples** |
| 1. Promotional characters | 1.Cartoon/Company owned character | M&Ms cartoon, Tony the Tiger |
| 2.Licensed character | Dora the Explorer |
| 3.Amateur sportsperson | Non-famous person playing sports |
| 4.Celebrity (non-sports) | Beyoncé |
| 5.Movie character | Shrek |
| 6.Famous sportsperson/team | Messi |
| 7.Historical events/festivals | Christmas, Easter |
| 8.“For kids” | Image of a child |
| 9.Awards | “Best 2016”, “#1 in sales” |
| 10. Sports event | World Cup |
| 2. Premium offers | 11. Game and app downloads |  |
| 12. Contests |  |
| 13. Pay 2 take 3 or other |  |
| 14. 20% extra or other |  |
| 15. Limited edition |  |
| 16. Social charity |  |
| 17. Gift or collectable |  |
| 18. Price discount |  |
| 19. Loyalty programs |  |
| 3. Brand benefit claims | 20. Sensory based characteristics  | Highlights taste, texture, appearance, aroma |
| 21. New brand development |  |
| 22. Suggested use  | Great for lunchboxes |
| 23. Suggested users are children or whole family |  |
| 24. Emotive claims  | Evokes fun, feelings, popularity |
| 25. Puffery | Claims to be better than other products |
| 26. Convenience |  |
| 27. Price |  |
| 4. Brand healthy claims | 28. Nutrient or health claims, including general health, nutrient comparative, reduction of disease, among others.  | “Low fat”, “Healthy diet” “calcium, good for bone”, “organic” |
| Source: Adapted from Kelly (2014)36 |

1. Ads were identified in 576 hours of television programming **(n=8,980)**

*[September-November 2016]*

2. F&B ads were identified and classified **(n=1,862):**

* Foods or beverages alone (n=1,463)
* Supermarkets or convenience stores
	+ with specific food/beverage product (n=64)
	+ without specific food/beverage product (n=130)
* Restaurants (including fast food)
	+ with specific food/beverage product (n=186)
	+ without specific food/beverage product (n=19)

4. Nutrient profile of products advertised was assessed

(**n=1,473 F&B ads**)

3. Ads were excluded from nutrient profile analyses**:**

* Ads w/ F&Bs not included in WHO Nutrient Profile Model:
	+ Nutrition supplements (n=90)
	+ Infant formulas (n=87)
	+ Coffee or tea (n=49)
	+ Alcoholic beverages (n=14)
* Supermarket ads without specific food/beverage product (n=130)
* Restaurant ads without specific food/beverage product (n=19)

**Supplemental Fig. S1.** Flow chart for identification and classification of food and beverage advertisements