**Appendix 1 - Food Advertisement Analysis Protocol**

**Education and socioeconomic status (SES) of the district**

|  |  |
| --- | --- |
| 1 | High SES school zone |
| 2 | Low SES school zone |
| 3 | High SES non-school zone |
| 4 | Low SES non-school zone |

**Number of products in the ad**

|  |  |
| --- | --- |
| 0 | No food product in the ad |
| 1 | One food product in the ad |
| 2 | Two food products in the ad |
| 3 | Three food products in the ad |
| 4 | More and three food products in the ad |

**Food categories**

|  |  |
| --- | --- |
| 1 | Core food, healthy |
| 2 | Non-core food, unhealthy |
| 3 | Special and seasonal food [including Chinese New Year food] |

**Detailed food categories used**

***Part I. Core and healthy food***

|  |  |
| --- | --- |
| 1 | Grains and bread [including oatmeal and breakfast cereal, with no added sugar, salt or oil], plain biscuits, rice and noodles [EXCEPT deep-fried and processed instant noodles], wonton and dumplings without frying before consumption |
| 2 | Fruits and fruit products [including dried and canned fruits WITHOUT extra sugar added, pure fruit juice without extra sugar added] |
| 3 | Vegetables and vegetables products without added fats, sugars or salt (include fresh, tinned, and dried) |
| 4 | Milk, dairy products [including low fat\* cheese and yogurt] and their alternatives [including soy products, with no or low sugar# added] |
| 5 | Meat and meat alternatives [e.g. eggs, tofu, raw unsaturated nuts, without added salts/sugar/oil] |
| 6 | Oil with high amounts of mono- or polyunsaturated fats [e.g. olive oil, sunflower oils] |
| 7 | Water [including mineral and sparkling water] |
| 8 | Sugar-free drinks [e.g. Chinese Oolong Tea with no sugar added] |
| 9 | Healthy snacks based on core foods (i.e. fruit, vegetables, grains, dairy, soy, meats or alternatives) and contain < 600kJ / serve, <3g saturated fat /serve and <200mg sodium /serve |

\*Definition of *low fat* followed the regulations from Centre of Food Safety, i.e. <3g/100g of solid food, or <1.5g/100g of liquid food

# Definition of *sugar free* and *low sugar* followed the regulations from Centre of Food Safety, i.e. <5g/100g of solid/liquid food

***Part II. Non-core and unhealthy Food***

|  |  |
| --- | --- |
| 10 | Processed grains [e.g. cereal with added sugar], instant noodles [processed with deep frying], fried/instant flavoured rice |
| 11 | Sweetened fruits and fruit products [e.g. concentrated juice, canned fruit in syrup] |
| 12 | Processed vegetables and vegetables products [e.g. marinated vegetables] |
| 13 | Processed meats and meat alternatives [e.g. sausage, lunchmeat, canned meat with extra sugar/salt added] |
| 14 | High-fat meat and meat alternatives [e.g. bacons, pork with fat] |
| 15 | Processed milk and dairy products [e.g. Sweetened soymilks, high salt/fat cheese] |
| 16 | Oil with high amount of saturated fats and/or *trans*-fat |
| 17 | Fast-food meal [e.g. McDonald’s, Burger King, etc.] |
| 18 | High-sugar snack [e.g. candy, jelly, chocolates, marshmallows] |
| 19 | High-fat/deep-fried snack [e.g. potato chips] |
| 20 | Other food/sauces containing high amount of fat and/or salt [e.g. savory sauces, deep-fried wonton] |
| 21 | Full cream dairy, ice creams and ice cream dessert [including milkshake] |
| 22 | Sweet breads, cakes, muffins, sweetened steamed bun, sweetened glutinous rice balls, pies and pastries, sweet sticky rice, and their alternatives |
| 23 | Sugar sweetened drinks [e.g. Coca Cola, sweetened tea drinks, sport/electrolyte drinks] |
| 24 | Alcohol [based on definition from Hong Kong Government] |

***Part III. Special and seasonal food items***

|  |  |
| --- | --- |
| 25 | Traditional Chinese Dried Seafood and Tonics (e.g. bird nest, dried gas bladder, etc.) |
| 26 | Traditional Chinese Medicine and products (e.g. herbal tea, tortoise jelly) |
| 27 | Seasonal food items (e.g. mooncake) or items for special purpose (e.g. wedding cakes) |

Note: categories were adapted from INFORMAS TV advertising protocol, with changes to accommodate local food culture. Categories from the INFORMAS protocol not observed in the current sample were not listed.

**Persuasive marketing strategies used in food advertisements**

|  |  |
| --- | --- |
| 0 | None of the below |
| 1 | Models (people other than celebrities) |
| 2 | Celebrities [both Hong Kong and non-Hong Kong celebrities count] |
| 3 | Cartoon/animation characters |
| 4 | Awards or data/statistics of sales [e.g. “the best seller”] |
| 5 | Festivals-related [e.g. Christmas, Easter, Chinese New Year] |
| 6 | Price discounts |
| 7 | Gift or free souvenirs  |
| 8 | Limited edition |
| 9 | Game or lucky draw promotion |
| 10 | Membership/loyalty programme |