GAPPED TEXT : PRACTICE 9

Fast food advertising is big business. Every year, companies spent over 10 billion dollars on fast food advertising to entice children to consume their products. (1) _____ and monopoly game pieces to tempt children to crave for their food and drinks that are usually high in fat, sugar, calories, salt and low in nutrients. Effectively, they use television advertisements to get children to pine for their products since many kids have televisions in their bedrooms.

On an average, children view over 40,000 commercials annually. (2) _____. As it is almost impossible to curtail children from television viewing, businesses capitalise on this and spend money to promote their products to the children. They know that marketing to children will be more effective to improve sales. Moreover, children today have more purchases. They are the consumers of tomorrow.

This opens a whole new audience for marketers. Children today are very persuasive and are much more vocal than they used to be. They are not afraid to speak up, to kick and scream when they want something. (3) _____. Fast food advertising to children is all about Pester Power. Pester Power consists of persistence nagging and importance nagging. (4) _____. It leverages the guilt that comes with not being available enough for their kids. Therefore, instead of marketing to parents directly.

Besides television, viral marketing and the internet are other venues for fast food advertising to children. Internet marketers know that children love to click on links and are addicted to social networks such as Twitter and Facebook. Many websites offer free ringtones and music downloads. (5)_____. This leads to email marketing which is more cost-effective. Parents cannot stop fast food advertising to children, but they can control the television viewing time. Less time in front of the television could reduce the pestering for fast food. It is up to the parents to create a more nutritious and healthy family environment.

(A)	Advertisers call this as Pester Power.
(B)	Besides, children love rare collectible toys from fast-food restaurants.
(C)	These companies used various tactics such as toys included with meals.
(D)	In order to get the freebie, an email address is required.
(E)	They offer free stuff such as toys to attract children.
(F)	Most of these commercials are for candies, cereals, toys, and fast-food restaurants.
(G)	Marketers rely on importance nagging to persuade parents to provide for their children

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