Obese children recognised more food adverts than toy but all children responded to them by increasing gram intake and altering food choice.
Younger children

Effects of adverts on overall energy intake still observable in younger children

but

No selective effects on food choice seen in older children (HFSW, HFSV, LWSW)

No discernable difference in magnitude of effect in differing weight status categories

Fig. 1. Illustrates the mean (± SE) amount of food eaten by the normal weight children and the obese and overweight children in the two advertisement conditions.
Effects of exposure to TV food advertising on children’s food preferences
(Boyland et al., 2011 Pediatrics)

• All children selected more non-branded and branded items after FA compared to TA.
Effects of exposure to television food advertising on children’s food preference
(Boyland et al., 2011 Pediatrics)

High TV viewers had a higher mean BMI SDS than the low TV viewers.

The food preferences of high TV viewers were more affected by food ad exposure than low TV viewers.

Increased media use increases susceptibility?