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Monitoring of Television Advertising of Breastmilk Substitutes, Commercially Produced Complementary Foods and Other Milks In Dakar, Senegal

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ABSTRACT

For three months in 2015 in the Dakar Department, Senegal, Helen Keller International (HKI), in collaboration with the marketing and advertising agency Media Time, conducted monitoring of television commercials for specific foods and beverages consumed by infants and young children. The three categories of products monitored included breastmilk substitutes (BMS), commercially produced complementary foods (CPCF) (which are specifically made for consumption by infants and young children), and other milks, liquid or powdered (OM).

Monitoring of commercials shown on 20 frequently watched TV channels (6 local and 14 international cable channels) was conducted daily for 3 months to assess frequency, duration and exposure of ads, time of day ads were shown, manufacturers of products advertised, share of voice and content of ads. Information on expenditures by advertisers was also assessed.

Half (n=11) of the channels advertised at least one of the three product categories. There were three local channels (TFM, SENTV and RDV) and 8 international cable channels (TF1, M6, FRANCE2, TV5 MONDE, CRTV, RTI, A + and NOLLYWOOD) with at least one commercial. BMS were advertised by 4 cable channels, CPCF advertised by 5 cable channels and OM advertised by 9 channels (6 cables and 3 local).

Over three months, there were 253 ads for BMS (with an exposure of 81 minutes), 69 ads for CPCF (33 minutes), 31 for both BMS/CPCF in the same ad by one manufacturer 8 min) and 787 ads for OM (389 minutes) were aired during the three months of monitoring. These ads included 5 BMS brands, 4 CPCF brands and 15 OM brands.

Major findings included:

- 1) All 5 BMS manufacturers advertised either FUF (6-12 months) or GUM (12-36 months)
- 2) Except for one ad from Novalac which showed milks for 3 and 7 months old infants, BMS ads did not show infants younger than 6 months.
- 3) Of the 5 BMS ads, claims of improving growth or intelligence was mentioned in two ads, and claims regarding nutrient content were also mentioned in two ads.
- 4) Of the 4 CPCF ads, one made claims about growth, intelligence and the product being healthy.
- 5) All of the BMS and CPCF ads were shown on international cable channels, all from France, except for one shown on a Pan-African channel from Cameroon.
- 6) Estimated annual costs of advertising on these cable channels for ads seen in Senegal and other countries were \$12,200,000 for BMS and \$2,172,000 for CPCF ads.
- 7) None of the ads for other milks portrayed children under the age of five years.

None of the ads were counter to Senegalese legislation, which does not restrict marketing to the public. However advertising of BMS and inappropriate marketing of commercially produced complementary foods (CPCF) can be detrimental to breastfeeding with negative consequences

for maternal and child health and development. Strengthening legislation and establishing monitoring of such advertising is needed to support optimal child feeding in Senegal.

ACRONYMS

ARCH	Assessment and Research on Child Feeding
BMS	Breastmilk substitutes
CPCF	Commercially produced complementary foods
OM	Other milks

INTRODUCTION

While advertising of breastmilk substitutes is not restricted by Senegalese laws, such advertising is prohibited by the World Health Organization (WHO) International Code of Marketing of Breastmilk Substitutes (BMS) and subsequent World Health Assembly (WHA) resolutions. The Assessment and Research on Child Feeding (ARCH) project of Helen Keller International (HKI) led a study in 2015 on the promotion and consumption of foods for infants and young children in 16 health facilities in Dakar department. The results of this study revealed that many mothers of children under 24 months of age reported they had seen television ads for BMS (38.9% of mothers) and commercially produced complementary foods (34.1% of mothers) (Feeley et al, 2015). According to the Senegal 2010-2011 DHS, 52% of Senegalese households have a television. Among urban women aged 15-49, 88% watch television at least once a week.

Television media monitoring was conducted to assess advertisements addressed to the public that could influence infant and young child feeding practices. This monitoring determined the frequency, duration, exposure to and content of ads. In addition to monitoring ads for BMS and CPCF which are targeted for children under 24 mo of age, other milks (OM) including powdered or liquid milk were included to assess whether they were oriented for use among young children. To do this, HKI contracted for a period of three months (March through May, 2015) with the media agency Media Time. The objective was to assess promotional activities dedicated to BMS, CPCF and OM through ads on the most watched TV channels in the department of Dakar.

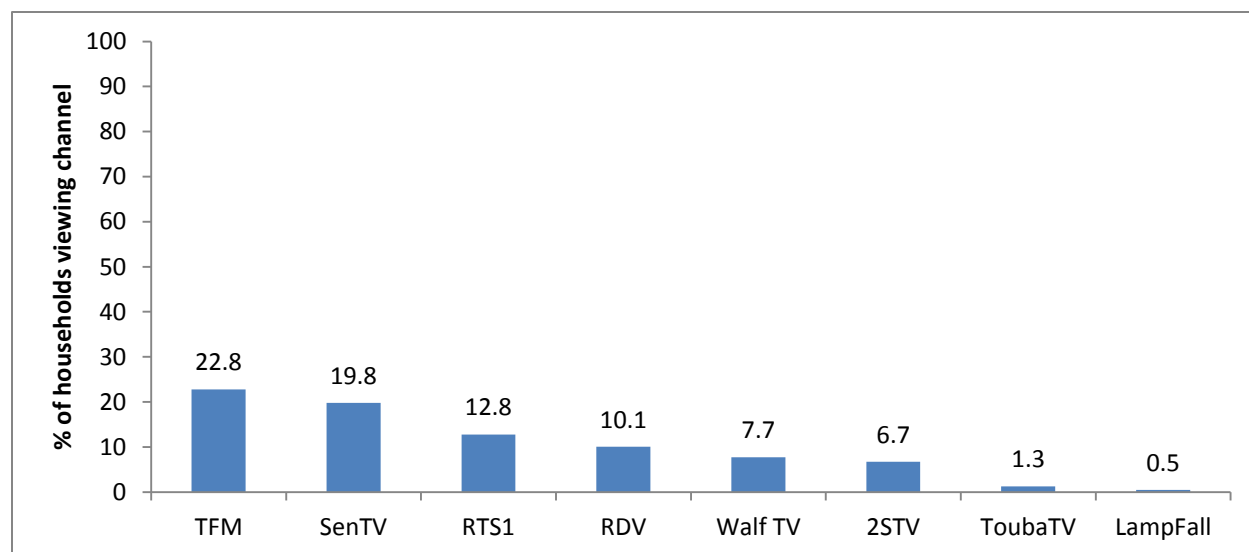
METHODOLOGY

Twenty television channels were monitored from 9 March to 31 May, 2015. Data were collected from 6 local channels and 14 international cable channels selected based on the following criteria:

- Local and international channels most frequently watched by Senegalese households
- Inclusion of channels likely to be watched by mothers of children aged under 24 months

In Dakar department, there are 12 local TV channels (RTS, 2STV, TFM, SEN TV, WALF TV, RDV, LAMP FALL TV, AFRICA 7, MOURCHID TV, LCS, TOUBA TV & RACINES 2SI). Among these channels, six channels (RTS, 2STV, TFM, SEN TV, WALF TV & RDV) that have the highest percentage of Senegalese households viewing (80%) (Omédia – Médiamétrie 2014) were selected for this study (Figure 1).

Figure 1: Percentage of households that view 8 out of 12 local television channels in Dakar, Senegal (2014)¹



There are four cable services (EXCAF Telecom, DSTV, Canal Sat and Delta Net TV) that broadcast more than 200 different pan-African, American, Arabian and European channels to the Senegalese public. Out of the 30 most watched channels, 14 international channels were selected for this study because media experts suggested they were likely to be watched by mothers of young children. Of these 14 channels, 10 were broadcast from France, 2 from Mali, 1 from Ivory Coast, and 1 from Cameroon. Table 1 gives all the channels selected for inclusion in this study

Table 1: Local Channels and International Cable Channels included in monitoring

¹ This figure includes 8 channels with percentages adding to 81.7% of total viewership in Senegal. Four additional channels complete the remaining 19.3% of viewership (Media Time Senegal proposal to HKI, 2015). These 4 plus 2 from this graph (TOUBA TV and LAMP FALL) were excluded from this study. The descriptions of the excluded local channels are shown below:

LAMP FALL TV: Muslim Religious channel viewed in Dakar Region and Touba (Diourbel Region)

AFRICA 7: Channel oriented to upper socio-professional category and young people

MOURCHID TV : New Muslim Religious channel focused on education

LCS : TV Channel for Senegalese public

TOUBA TV : Muslim Religious channel viewed in Dakar Region and Touba (Diourbel Region)

RACINES 2SI : Cultural channel from Origin SA group with very young audience

SELECTED CHANNELS LIST		
LOCAL CHANNELS (n=6)	RTS 1	SENEGAL
	2STV	
	TFM	
	SEN TV	
	RDV	
	WALF TV	
CABLE CHANNELS (n=14)	TF1	FRANCE
	M6	
	TV5 MONDE AFRIQUE	
	FRANCE 2	
	NOLLYWOOD TV	
	TELETOON	
	CANAL OUEST	
	A+	
	CANAL + FAMILY	
	FRANCE 24	
	CRTV	CAMEROON
	AFRICABLE	MALI
	ORTM	
	RTI	IVORY COAST

Monitoring included collecting information during 3 months on the following:

- Number of brands advertised within each product category
- Characteristics of brands (e.g. follow-up formula, puree)
 - Frequency, duration and exposure of ads
- Share of voice
- Content of ads
- Estimated expenditures on ads

For this study, product categories include BMS, CPCF or OM. A brand could be a specific puree (e.g. Naturnes) within the CPCF product category produced by a specific manufacturer (e.g. Nestle). A manufacturer may sell one or more brands within a product category. For example, ads could be found for the manufacturer Nestle for two brands of purees (Naturnes and P'tit Brassé) within the CPCF product category.

An ad was defined as a commercial for a specific brand. While there could be different ads for the same brand, in this study, except in one case, only one ad was shown for each brand.

Monitoring was conducted through the use of a digital recording system connected to a television screen. This system recorded all programs broadcast daily from 06:00 a.m. to 05.59 a.m. the following day on each of the 20 TV channels during the study period. Each recording system was connected to the server which had 2000 gigabytes of storage capacity.

On the day following each recording period, a team consisting of the media project manager, technician and media analyst reviewed the previous day's recordings and completed an excel sheet with the date, the time and the duration of any ads that included either BMS, CPCF and OM. The recording system automatically produced the date and the time of the ad but the duration of the ad was calculated by the team. All video recordings of commercials were recorded as written transcripts (in French and translated to English, [see Appendix] to allow an assessment of its content by Helen Keller International's staff and consultants).

After reviewing each ad, the media team (that had been previously trained by HKI staff on the three categories of products identified for this project) coded each channel's daily ads onto an excel sheet with separate tabs for each channel into the following categories:

- **Manufacturer/distributor** (e.g. Candia, Danone, Laboratoire Gallia, Laboratoire Guigoz, Nestle, Novalac)
- **Product type:** BMS, CPCF, OM
- **Product sub-category:** BMS Stage [category mentioned by the manufacturer, usually referring to infant formula (e.g. stage 1), follow-up formula (e.g. stage 2), growing-up milk (e.g. stage 3)], OM (other liquid milk, other powdered milk), CPCF (infant yogurt, infant cereal, infant purees)
- **Brand name and sub-brand name** (e.g. Blédina, Blédine Céréales)
- **Age of introduction:** 6-12 mo, 12-36 mo, from 12 mo, etc.
- **Type of packaging:** carton, plastic jar, aluminum can, plastic bottle, sachet, tin, glass jar

Frequency of ads is defined as the number of times a particular ad was shown (aired) on television. The *duration* of each ad is the number of seconds for each spot. The total air time *exposure* during a specific time period is calculated as the duration of each spot multiplied by the frequency (number of times ads were shown).

Product categories' share of voice is the percentage of advertising activities for one brand within the total advertising activity for an entire sector or product type was calculated (Business Directory, 2015). Share of Voice can be calculated as # (of ads, minutes, or expenditures) for a product divided by the total # for the product (Meinertzhagen, 2015). For example, the number of BMS ads for one company divided by the total number of all BMS ads observed.

Analyses of content of ads was conducted by coding in Excel whether messages in each ad contained nutrient content or function claims, including whether they contained words including smart/intelligence, growth/tall, energy, strength, or healthy. Additionally, ads were assessed to note if they contained the words emotional cues (love, or happy, or "for the whole family") that could entice their use. The estimated youngest age of any child in the ad was also coded. If the child had several teeth, it was assumed to be over the age of six months (American Dental Association, 2015).

In order to obtain an estimate of how much is spent (expenditures) by manufacturers on ads; costs of ads shown in Senegal were calculated based on frequency and duration of ads and the cost of broadcasting (fee schedule) for each channel. The fee schedule includes the cost of ads by the time of day and the date and is reported in Senegal CFAs for local channels and in Euros for international channels. These data were then reported in US\$ for this report. These estimated expenditures for international cable channels are not just for viewers seeing ads in Senegal but for viewers in all the countries that receive these channels. For example, for an ad on a French cable channel, the manufacturer purchases the ad time for a fixed cost in France even though the spot is shown in countries other than France

RESULTS

Products advertised

Out of 20 monitored channels, 11 (55%) showed at least one ad for one of the products (Table 2). Three out of 6 (50.0%) local channels showed a product ad, and 8 out of 14 (57.1%) of international channels aired at least one product ad. All 5 ads for BMS were on 4 international cable channels (3 from France and 1 from Cameroon), and 4 CPCF ads were shown on 3 French and one Cameroonian channel. Six of 14 (42.9%) international channels and 3 out of 6 (50%) local channels advertised other milks. Three cable channels advertised all 3 product categories (TF1, M6 and CRTV). During this time period, only one ad per product was shown except for Laicran (an OM) which had two different ads shown.

A total of 24 different products produced by 17 manufacturers were advertised during this 3-month period; 5 were BMS products, 4 were CPCF products and 15 were other milks (Figure 2, Tables 3-4). Not every product was advertised each month. Of the five BMS products that were advertised, 2 were advertised all 3 months, while none of the CPCF was advertised over all 3 months (Figure 3). Of the 15 OM products advertised, 5 were advertised over all 3 months (Broli, Laclait, Laicran, Mey'or, Nido).

Table 2: Channels on which BMS, CPCF & OM brand were Advertised²

Category of Products	TV Channels	Brands/Sub-brands
BMS	CRTV (Cameroon)	Blédilait Croissance
	M6 (France)	Gallia, Guigoz, Novalac, Babybio Optima
	TF1 (France)	Gallia, Guigoz, Novalac
	TV5 MONDE AFRIQUE (France)	Blédilait Croissance
CPCF	CRTV (Cameroon)	Blédine Céréales
	NOLLYWOOD (France)	Blédine Céréales
	TF1 (France)	Naturnes, P'tit Brassé
	TV5 MONDE AFRIQUE (France)	Blédine Céréales
	M6 (France)	Babybio
OM	A+ (France)	Nido
	CRTV (Cameroon)	Brolé, Nido
	FRANCE 2 (France)	Grandlait, Lactel Bio, Régilait
	M6 (France)	Bjorg, Grandlait, Lactel, Lactel Bio
	RDV (Local)	Laicran
	RTI (Ivory Coast)	Bonnet Rouge, Nido
	SEN TV (Local)	Laicran, Louna
	TF1 (France)	Candy Up, Grandlait, Grandlait Frais de Printemps, Lactel, Lactel Bio
	TFM (Local)	Laclait, Lahda, Mey'or

Five different BMS manufacturers aired advertisements, while 3 CPCF manufacturers and 12 manufacturers of OM products aired advertisements (Table 3-4). Some of the same manufacturers advertised more than one type of product (e.g. Nestle, Danone, Babybio). Only Nestle advertised both a CPCF and an OM, while Danone and Babybio advertised both a BMS and a CPCF. Novalac advertised a follow-up formula and growing-up milk products were also featured in the ads³.

There was only one ad shown for each brand, except for one other milk product (Laicran) which had two different ads broadcast.

² Differences in colors on the rows of the table refer to different channels

³ There were seven Novalac products shown in the ad with the same brand and name

For BMS, 3 follow-up formulas and 2 growing-up milks were advertised. For CPCF, 2 purees, 1 cereals and 1 yogurt were advertised and for OM, milk powders and milk liquids were advertised. There was one ad by manufacturer Babybio which advertised both Babybio Optima BMS and Babybio CPCF puree. The number of different ads that were aired is shown in Table 3 and Table 4 shows information on each product.

The suggested age for use of products was specified for BMS and CPCF on the product label which contained at least the stage of the product and sometimes the ages associated with the stages, though little time was available in most ads to read the writing on the container. Only one transcription (Bledilait Growth) of an ad included wording giving the age of introduction (Appendix). No explicit ages were given or implied on other milks.

Table 3: Number of Manufacturers, Brands Advertised and different ads shown (over 3 mo) by Product Category

Product Category	BMS	CPCF	Other Milks
Number of manufacturers	5	3	12
Number of brands	5	4	15
Number of different ads	5	4	16

Figure 2: Number of Brands Advertised (over 3 mo) by Product Category

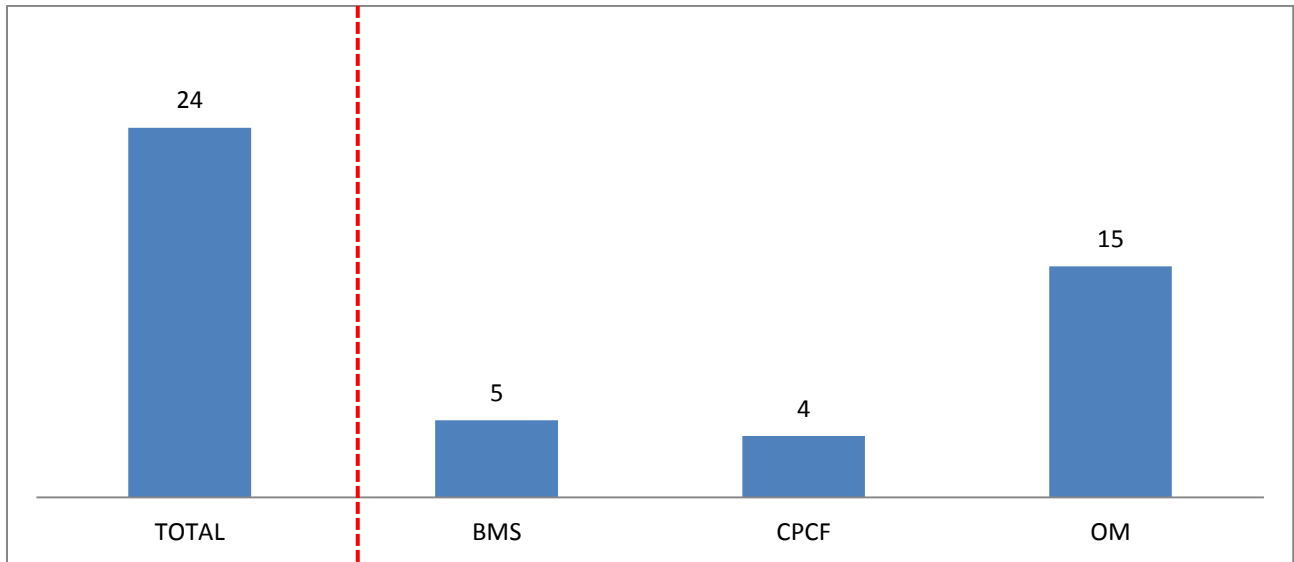


Figure 3: Number of Brands Advertised for each Product Category by Month

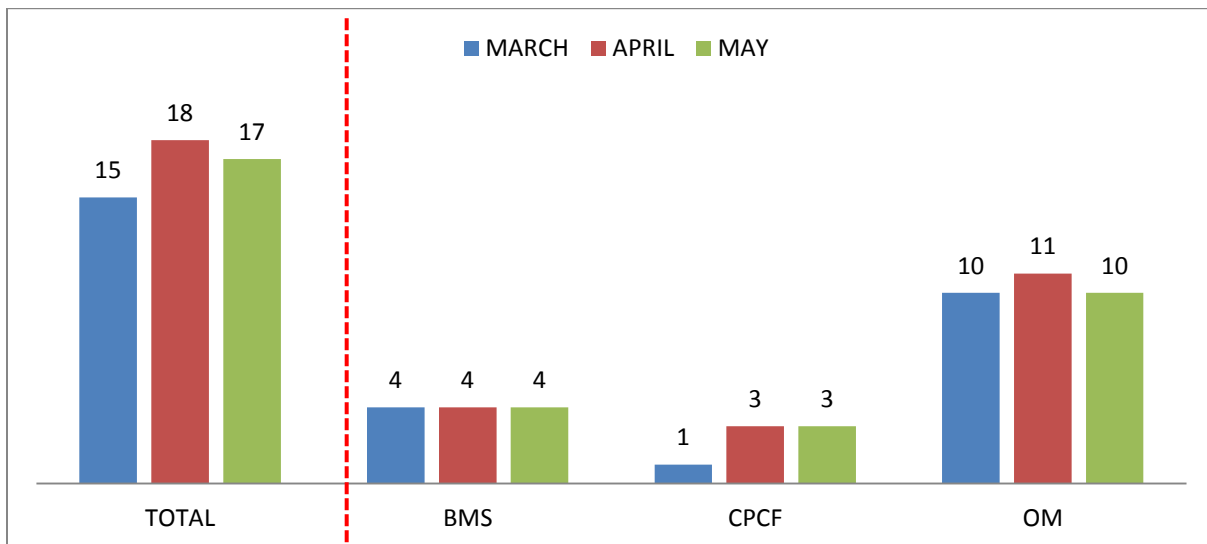


Table 4: Manufacturer, Brand and Sub-brand, Age of Introduction, Stage and Packaging of Advertised Brands

Type of Brand	Manufacturer	Brand Name	Brand Sub-Type	Sub-brand/name	Age of introduction	Stage	Packing and size
BMS	NOVALAC	Novalac	Lait de 2ème âge	NA	6-12 mois	2	Tin
	LABORTOIRE GALLIA	Gallia	Lait de 3ème âge	Croissance	A partir de 12 mois	3	Tin
	LABORATOIRE GUIGOZ	Guigoz	Lait de 2ème âge	NA	6-12 mois	2	Tin
	DANONE	Blédina	Lait de croissance	Blédilait Croissance	12-36 mois	3	Tin
	BABYBIO	Babybio	Lait de 2ème âge	Optima	Dès 6 mois	2	Tin
CPCF	NESTLE	Naturnes	Aliment homogénéisé (purée de légumes)	NA	A partir de 6 mois	NA	Plastic Pot
	DANONE	Blédina	Céréales	Blédine	6-36 mois	-	Carton
	NESTLE	P'tit Brassé	Laitage (yaourt)	-	6 mois	-	Plastic Pot
	BABYBIO	Babybio	Purée de légumes et fruits	-	Dès 8 mois	-	Glass jar
OM	NESTLE	Nido	Lait en poudre	-	-	-	sachet
	CANDIA	Candy Up	Lait en liquide	-	-	-	Cardboard Brick
	SIGEM	Bonnet Rouge	Lait en liquide	-	-	-	Sachet in Tin
	AFRICA FOOD DISTRIBUTION	Broli	Lait en poudre	-	-	-	Tin
	REGILAIT	Régilait	Lait en poudre	-	-	-	Carton
	ETS MEROUHE ET CIE	Laicran	Lait en poudre	-	-	-	sachet
	SOCIETE DE TRANSFORMATION COMMERCIALE	Louna	Lait en poudre	-	-	-	sachet
	SENICO	Laclait	Lait en poudre	-	-	-	sachet
	ESPACE AGRO	Lahda	Lait en poudre	-	-	-	sachet
	SIEGEM	Mey'or	Lait en poudre	-	-	-	sachet

	CANDIA	Grandlait	Lait en Liquide	-	-	-	Plastic bottle
	LACTEL	Lactel Bio	Lait en Liquide	-	-	-	
	CANDIA	Grandlait	Lait en Liquide	(Frais de printemps)	-	-	Plastic bottle
	LACTEL	Lactel	Lait en Liquide	Matin Léger	-	-	Plastic bottle
	BJORG	Bjorg	Lait en Liquide	Lait d'Amande Calcium Bio	-	-	Cardboard Container

Frequency, duration and exposure of ads

Frequency of ads: Ads for OM were shown the most often at 787 different times, about 3 times more than the number of times for BMS ads (253) and 11 times more than the number of times for CPCF ads (69 times) (Table 5). Individual ads featuring both BMS and CPCF by the same manufacturer (Babybio) were shown were 31 times.

Gallia had the greatest frequency of BMS ads (119) followed by Guigoz Laboratories, with 69 times. For CPCF, Danone recorded the highest frequency, with 56 times. Africa Food Distribution took the lead for OM with 179 times followed by Lactel with 175 times for brands Lactel Bio and Lactel Matin Leger combined.

The durations of ads are shown in Table 6. BMS ads were either 15 or 30 seconds in length. Most CPCF ads were 30 seconds long. The duration of OM ads varied considerably, from 10 – 60 seconds long.

The total air time exposure over 3 mo and average per month is found in Table 6 which also shows the duration of each BMS and CPCF spot and the frequency during the 3 month period. There were 81 minutes of BMS broadcast over 3 mo (27 minutes on average each mo), 33.1 minutes for CPCF advertisements over 3 mo (11 minutes per mo on average) and 389 minutes for OM over 3 mo (127 min on average each mo). Babybio ad, which promotes both BMS and CPCF, recorded a total exposure of 7.8 minutes during these 3 months (average of 2.8 min per mo).

Tables 7-9 and Figures 4-6 show the *exposure* of brands by channel used for each brand type. BMS ads were primarily on M6 and TF1 for all brands but Blédilait Croissance. Among CPCF brands, Céréales Blédine had the highest exposure of advertisements through broadcasting primarily on CRTV and TV5 Monde Afrique. Other milks had the highest exposure with 15 brands advertised on 9 TV channels. Broli was advertised on only one channel (CRTV) but had the longest exposure of advertisement (89.5 minutes) followed by Lactel Matin Leger (47.8 minutes) and Mey'Or (46.7 minutes).

Table 5: Frequency of advertisements were shown (over 3 mo) for each product category by manufacturer/brand name/Sub-brand

Brand category	Manufacturers/ Distributors	Brand	Brand Type	Sub-Brand	# Times Ads were shown
BMS	NOVALAC	Novalac	Lait de 2ème âge	NA	45
	LABORATOIRE GALLIA	Gallia	Lait de 3ème âge	Croissance	119
	LABORATOIRE GUIGOZ	Guigoz	Lait de 2ème âge	NA	69
	DANONE	Blédine	Lait de croissance	Blédilait Croissance	20
SOUS TOTAL 1					253
CPCF	NESTLE	Naturnes	Aliment homogénéisé (purée de légumes)	NA	4
	DANONE	Blédina	Céréales	Blédine	56
	NESTLE	P'tit Brassé	Laitage (yaourt)	-	9
SOUS TOTAL 2					69
OM	NESTLE	Nido	Lait en poudre	-	40
	CANDIA	Candy Up	Lait en liquide	-	11
	SIGEM	Bonnet Rouge	Lait en liquide	-	71
	AFRICA FOOD DISTRIBUTION	Broli	Lait en poudre	-	179
	REGILAIT	Régilait	Lait en poudre	-	20
	ETS MEROUEH ET CIE	Laicran	Lait en poudre	-	41
	SOCIETE DE TRANSFORMATION COMMERCIALE	Louna	Lait en poudre	-	7
	SENICO	Laclait	Lait en poudre	-	58
	ESPACE AGRO	Lahda	Lait en poudre	-	16
	SIEGEM	Mey'or	Lait en poudre	-	56
	CANDIA	Grandlait	Lait en Liquide	-	78
	LACTEL	Lactel Bio	Lait en Liquide	-	24
	CANDIA	Grandlait	Lait en Liquide	(Frais de printemps)	2
	LACTEL	Lactel	Lait en Liquide	Matin Léger	151
	BJORG	Bjorg	Lait en Liquide	Lait d'Amande Calcium Bio	33
SOUS TOTAL 3					787

BMS/CPC F	BABYBIO	Babybio	Lait de 2eme âge / Purée de légumes et fruits	Optima / -	31
SOUS TOTAL 4					31
Total					1 140

Table 6: Frequency of ads shown, duration of each spot, and exposure of ads

Category of Brand	Total number of times ads were shown	Duration of Ads (over 3 mo) (in seconds)	Exposure Total seconds shown (over 3 mo)	Exposure Total minutes shown (over 3 mo)	Channels used
BMS (all)	253	15 sec - 30 sec	4890	81.4	
Novalac	45	25	1125	18.8	TF1, M6
Gallia	119	15	1785	29.8	TF1, M6
Guigoz	69	20	1380	23.0	TF1, M6
Blédilait Croissance	20	25	500	8.3	CRTV, TV5 Monde Afrique, Nollywood
CPCF (all)	69	20 sec - 30 sec	1985	33.1	
Céréales Blédine	56	30	1680	28.0	CRTV, TV5 Monde Afrique, Nollywood
Naturnes	4	20	80	1.3	TF1
P'tit Brassé	9	25	225	3.8	TF1
Both BMS and CPCF	31	15 sec	465	7.8	
Biobaby Optima and Biobaby puree	31	15	465	7.8	M6
OM (all)	787	10 sec - 60 sec	23.340	389.0	A+ (France) CRTV (Cameroon) FRANCE 2 (France) M6 (France) RDV (Local) RTI (Ivory Coast) SEN TV (Local) TF1 (France) TFM (Local)

Figure 4. Exposure: Number of minutes (over 3 mo) that BMS, CPCF & OM ads were shown

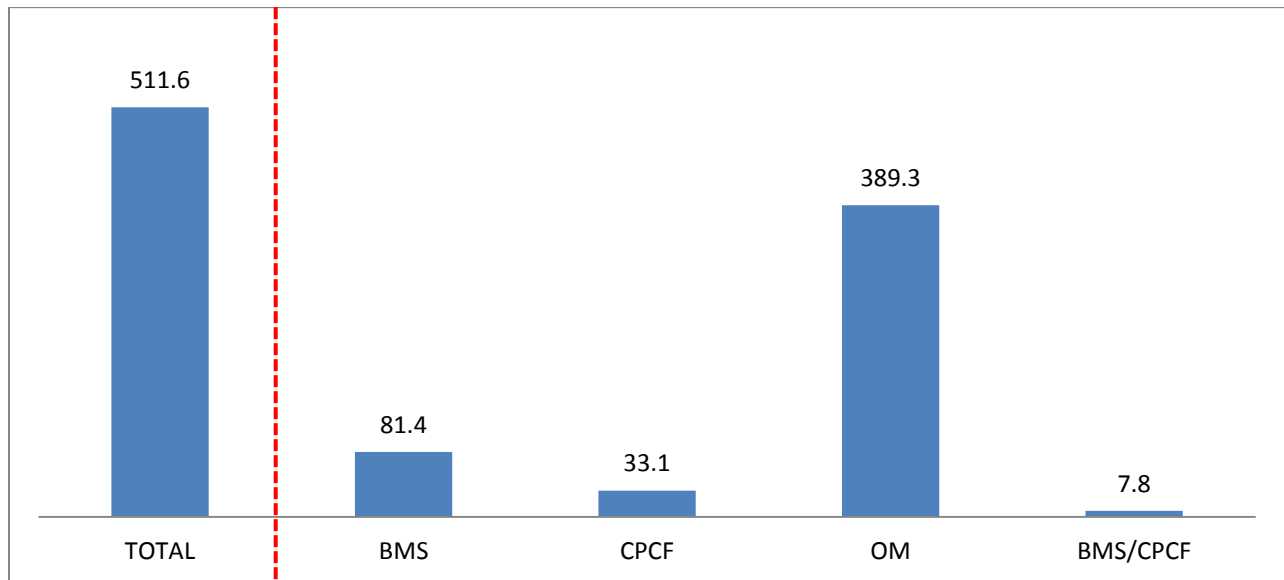
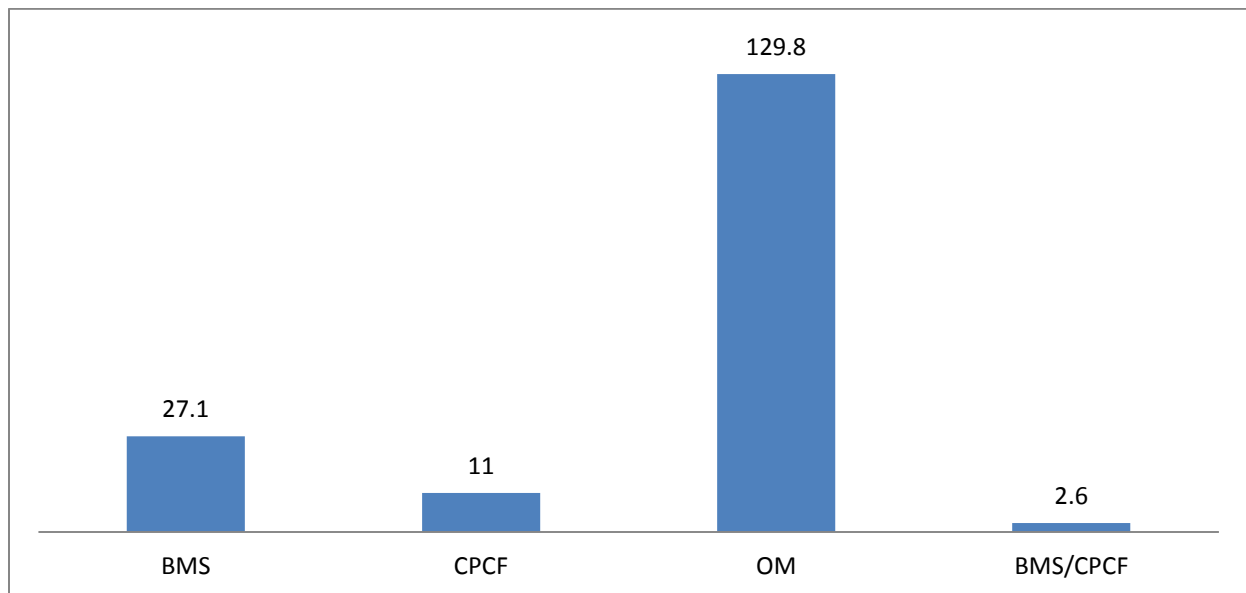


Figure 5. Exposure: Average number of minutes per mo that BMS, CPCF & OM ads were shown



Overall, of the 4 cable channels on which BMS brands were advertised (Table 10), two (TF1 & M6) had advertisements BMS every month, from March to May 2015. TF1 is the top channel that accounted for 52% of total minutes advertising on TV for this 3 month period. Of the four cable channels that had CPCF advertisements, TV5 MONDE AFRIQUE had the most ad minutes (Table 11).

9 TV channels (6 cable channels and 3 local channels) advertised OM, and 5 of those advertised other milks each month (3 cable channels (CRTV, RTI & TF1) and 2 local channels (SEN TV & TFM)), see Table 12. Babybio ads (which advertised both BMS (Babybio Optima) and CPCF (Babybio) together in ads) were broadcast only in April and May on M6 cable channel.

The morning time (06h00-11h59) was the most common timeslot for advertising, with about 50% of BMS occurring during this time. However, for CPCF the most common timeslot (around 81% of ads) was evening (18h00-23h59). As with CPCF, OM ads were most advertised during 18:00-23:59 p.m. timeslot, with 52% of ads airing at this time.

Table 7. Exposure: Number of minutes BMS ads were shown by TV channel by month

TV CHANNELS	MARCH	APRIL	MAY	TOTAL
CRTV	6	-	-	6
M6	13.9	4.7	9	27.6
TF1	14.2	3.9	25.8	43.8
TV5 MONDE AFRIQUE	-	-	4	4

Table 8. Exposure: Number of minutes CPCF ads were shown by TV channel by month

TV CHANNELS	MARCH	APRIL	MAY	TOTAL
CRTV	-	9	1	10
NOLLYWOOD	-	2.5	-	2.5
TF1	1.3	2.5	1.3	5.1
TV5 MONDE AFRIQUE	-	13	2.5	15.5

Table 9. Exposure: Number of minutes OM ads were shown by TV channel by month

TV CHANNELS	MARCH	APRIL	MAY	TOTAL
A+	1.5	-	-	1.5
CRTV	32	18.5	53	103.5
FRANCE 2	1.2	12.2	-	13.3
M6	-	7.7	32.3	39.9
RDV	-	6.8	6.8	13.5
RTI	14	4.5	21.5	40
SEN TV	3.2	4.5	16	23.7
TF1	5	17.3	25.4	47.8
TFM	38.7	29.3	38.2	106.2

Table 10. Exposure: Number of minutes (over 3 mo) that BMS ads were shown by brand and channel

Manufacturer/Brand	CRTV	M6	TF1	TV5 MONDE AFRIQUE	Total
Novalac	-	13.3	5.3	-	18.7
Gallia	-	12.3	17.5	-	29.8
Guigoz	-	2	21	-	23
Danone/Blédine	6	-	-	4	10

Figure 6. Exposure: Number of minutes (over 3 mo) ads were shown by BMS brands

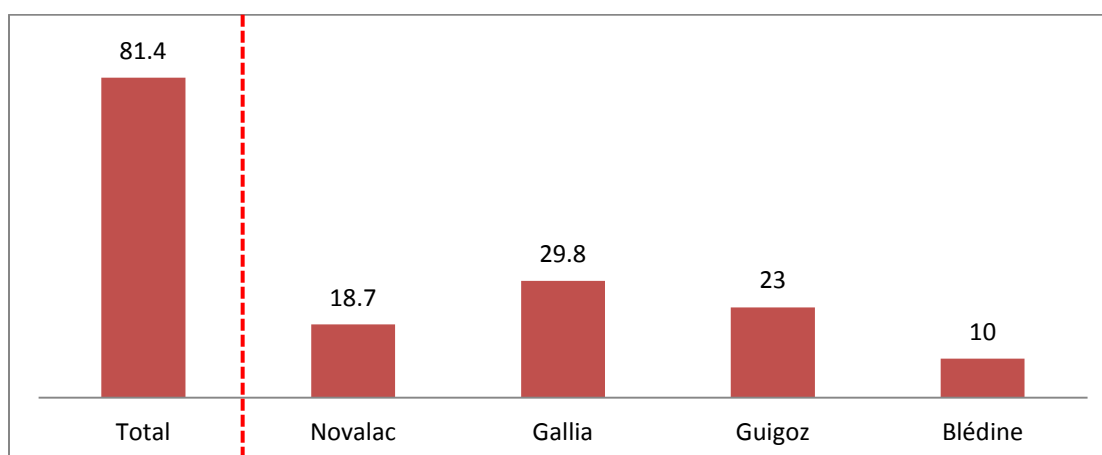


Table 11. Exposure: Number of minutes (over 3 mo) CPCF ads were shown by brands and channel

Manufacturer/Brand	CRTV	NOLLYWOOD	TF1	TV5 MONDE AFRIQUE	Total
Nestle/Naturnes	-	-	1.3	-	1.3
Danone/Blédina	10	2.5	-	15.5	28
Nestle/P'tit Brassé	-	-	3.8	-	3.8

Figure 7. Exposure: Number of minutes (over 3 mo) ads were shown by CPCF brands

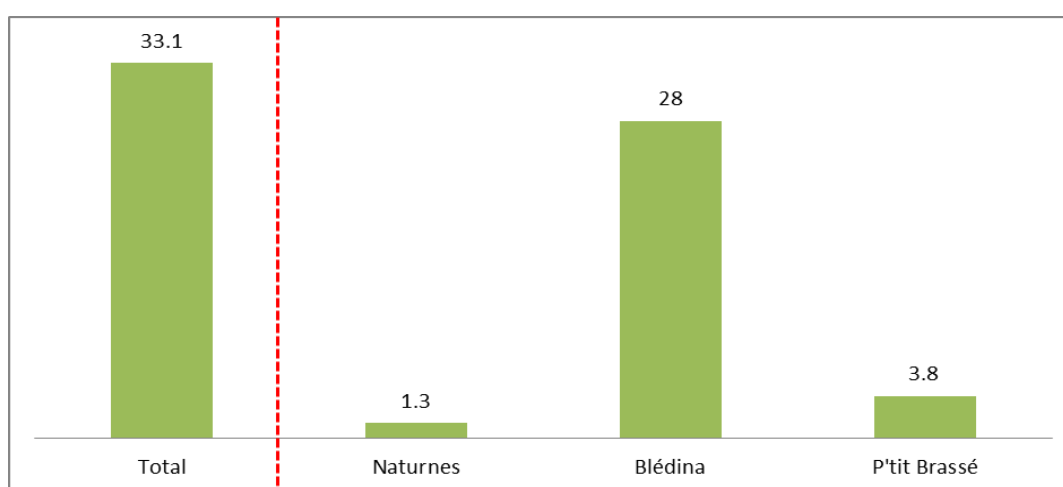


Table 12. Exposure: Number of minutes (over 3 mo) ads were shown for OM brands by channel

Brand	A+	CRTV	FRANCE 2	M6	RDV	RTI	SEN TV	TF1	TFM	Total
Bjorg	-	-	-	8.3	-	-	-	-	-	8.3
Bonnet Rouge	-	-	-	-	-	35.5	-	-	-	35.5
Broli	-	89.5	-	-	-	-	-	-	-	89.5
Candy up	-	-	-	-	-	-	-	5.5	-	5.5
Grandlait	-	-	6	7	-	-	-	14.8	-	27.8
Grandlait Frais de Printemps	-	-	-	-	-	-	-	0.3	-	0.3
Laclait	-	-	-	-	-	-	-	-	43.5	43.5
Lactel Matin Léger	-	-	-	23.3	-	-	-	24.4	-	47.8
Lactel Bio	-	-	4	1.3	-	-	-	2.7	-	8
Lahda	-	-	-	-	-	-	-	-	16	16
Laicran	-	-	-	-	13.5	-	17.2	-	-	30.8
Louna	-	-	-	-	-	-	6.4	-	-	6.4
Mey'or	-	-	-	-	-	-	-	-	4.7	46.7
Nido	1.5	14	-	-	-	4.5	-	-	-	20
Régilait	-	-	3.3	-	-	-	-	-	-	3.3

Figure 8. Exposure: Total number of minutes (over 3 mo) ads were shown by OM brands

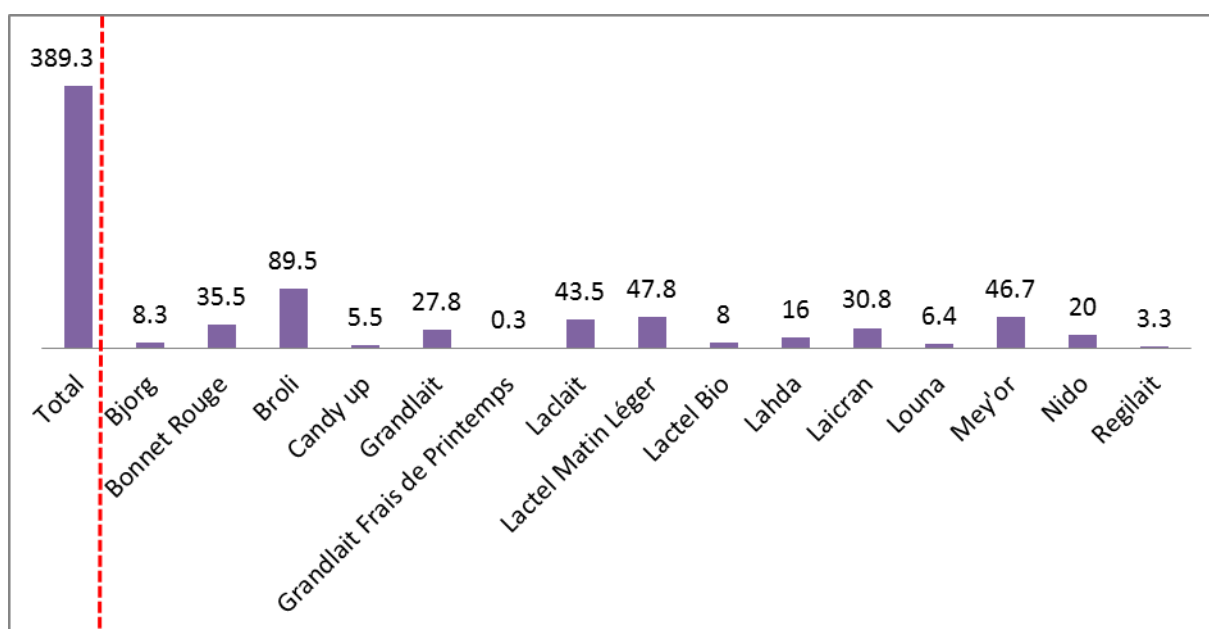


Figure 9: Exposure of ads (in seconds) for BMS advertisements by timeslots

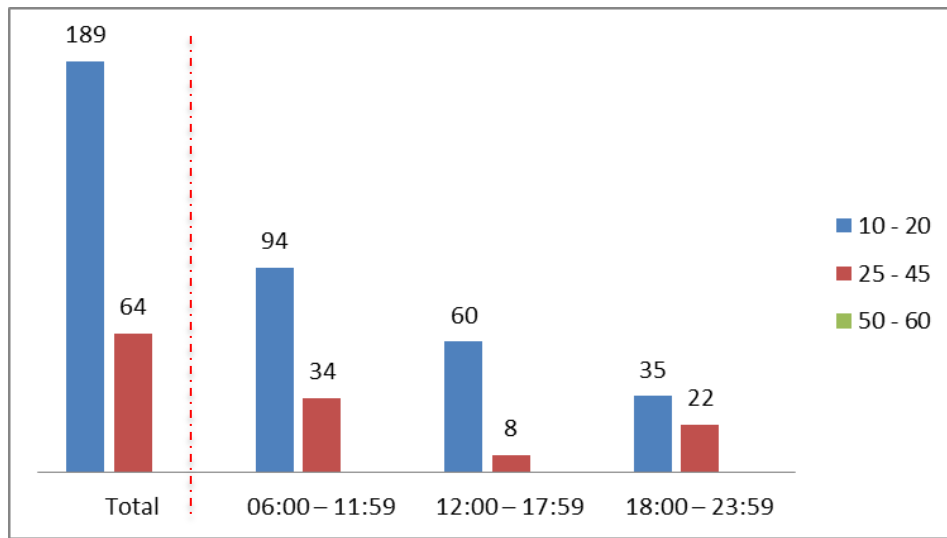


Figure 10: Exposure of ads (in seconds) for CPCF advertisements by timeslots

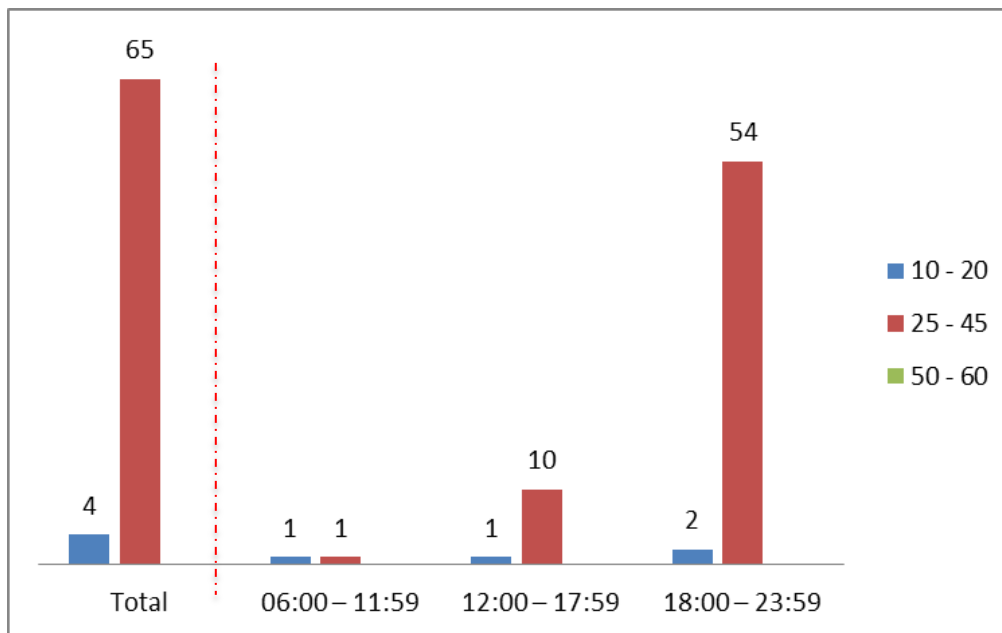
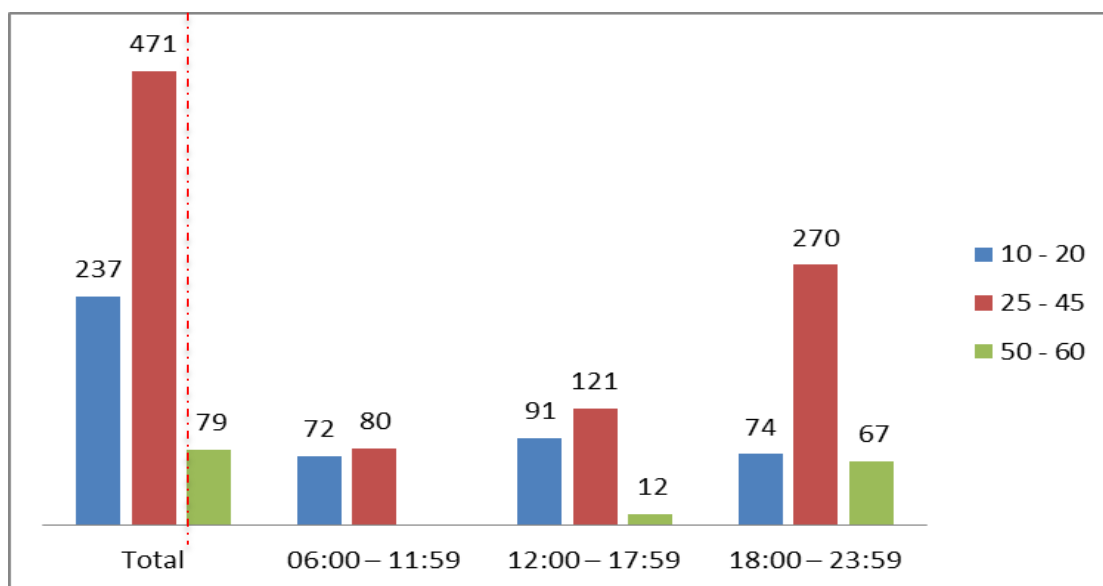


Figure 11: Exposure of ads (in second) for OM advertisements by timeslots



Share of Voice

The percentage of minutes of advertising by category can be described by the share of voice. Among all products categories, OM had the highest share of ad minutes among all 3 product categories at about 76.1% followed by BMS with 15.9% and CPCF with 6.57% (Figure 12).

Another type of share of voice is by brand. For BMS, Share of Voice for the number of ad minutes (exposure) was highest for Gallia (47.0%) and for CPCF; Bledina was highest (84.6%) (Figure 13). Among the other milks, Broli has the highest share of voice for number of OM ad minutes (23.0%).

The frequency of ads (number of times broadcast) is another way to assess share of voice. However since the duration of ads did not vary greatly, the ranking in share of voice when calculated by number of ads, was similar as that for frequency (data not shown).

Another type of share of voice is by channel (Figures 14-16). TF1 and M6 had the highest percentage of minutes of advertising for BMS while TV5 Monde Afrique and CRTV had the highest for CPCF. Because TF1 is so much more expensive than TV5 Monde Afrique and CRTV (as described later), if share of voice were estimated by expenditures on ads on CPCF, Nestle would have the highest although it had a much lower percent of share by number of ads minutes.

Figure 12. Share of Voice: Percent of advertising minutes for BMS, CPCF & OM by Month

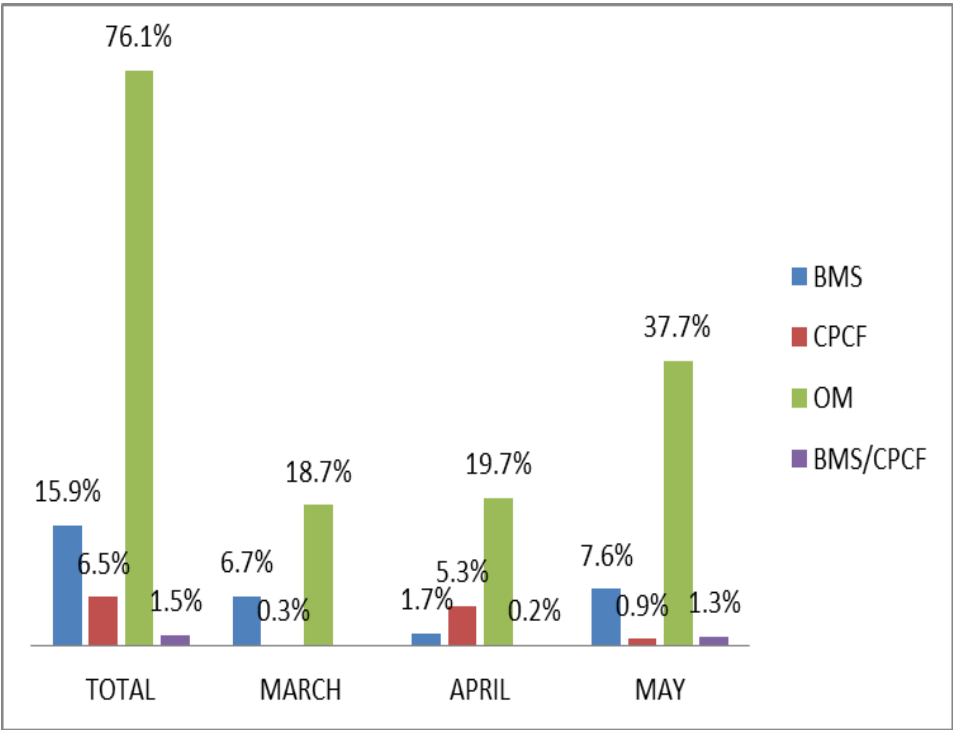


Figure 13. Share of Voice: Percent of advertising minutes by BMS and CPCF brands

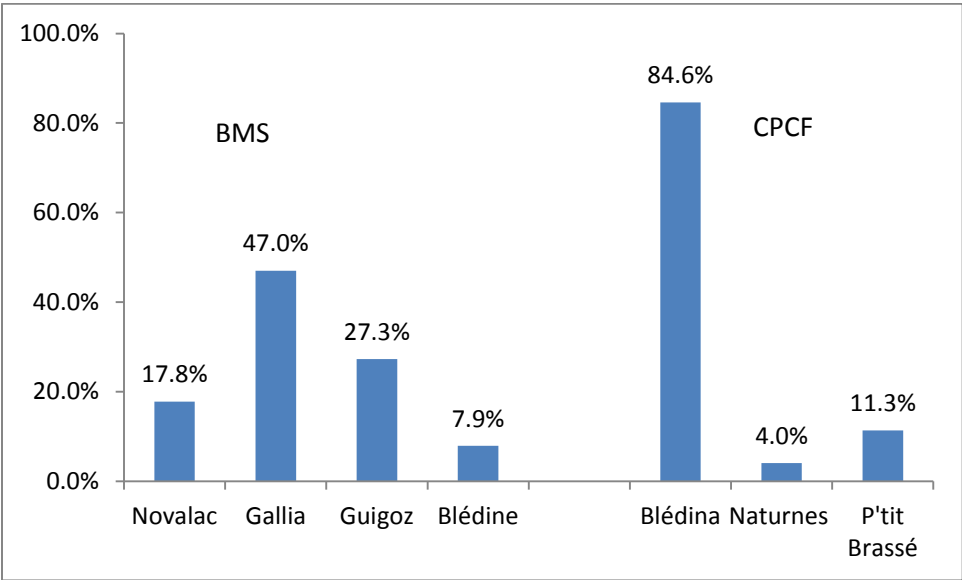


Figure 14. Percent of 253 BMS advertising minutes by TV Channel

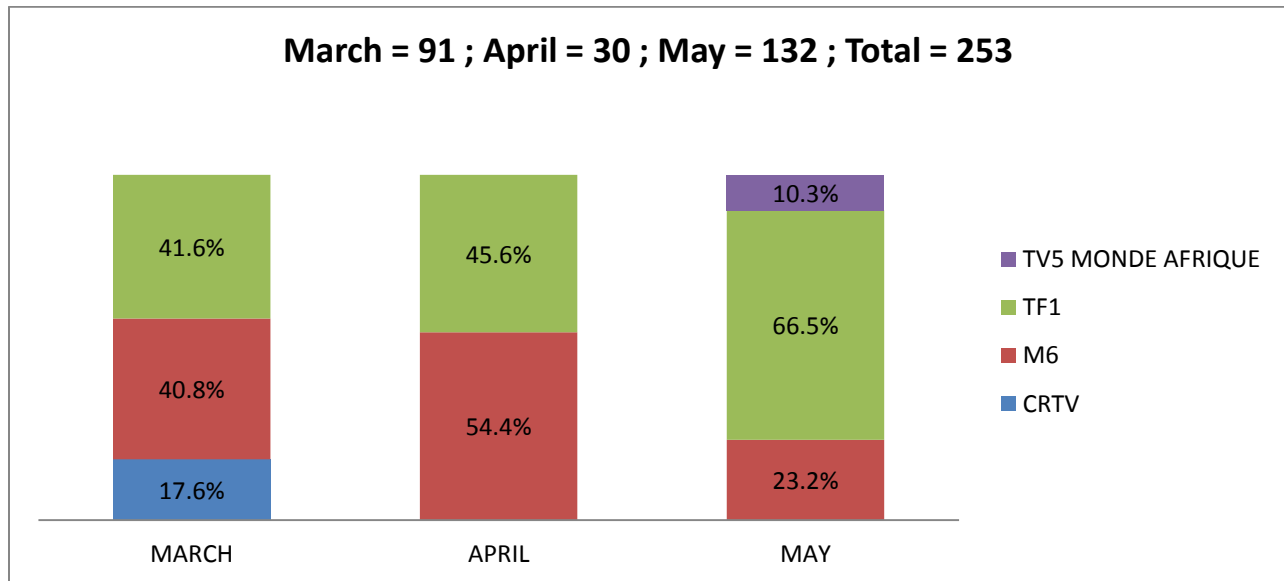


Figure 15. Percent of 69 CPCF advertising minutes by TV Channel

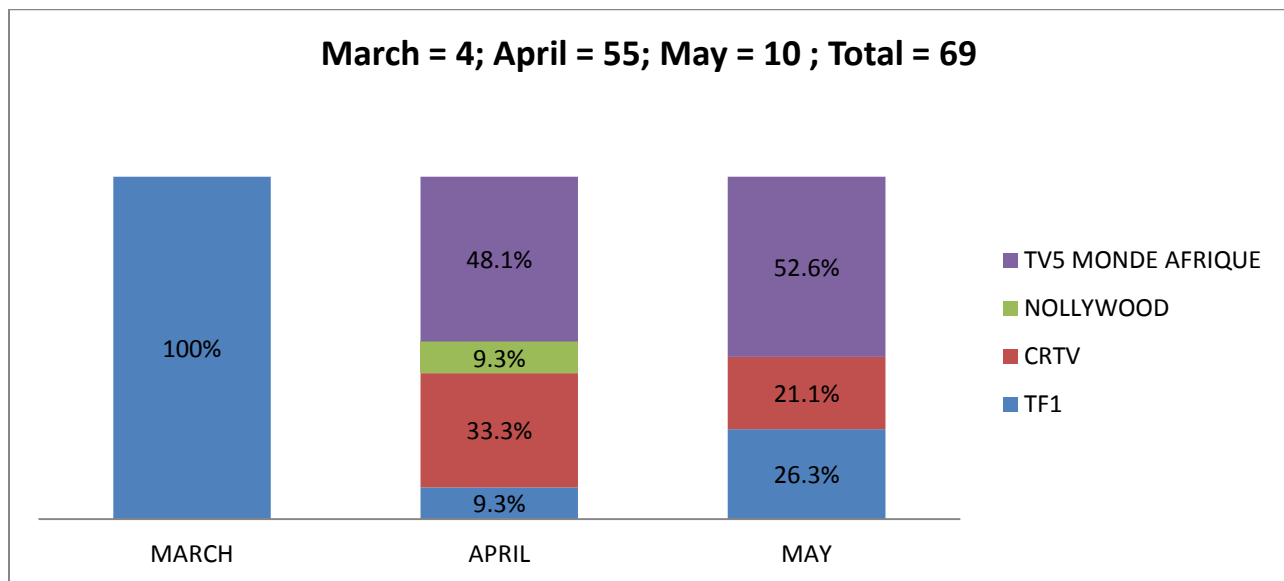
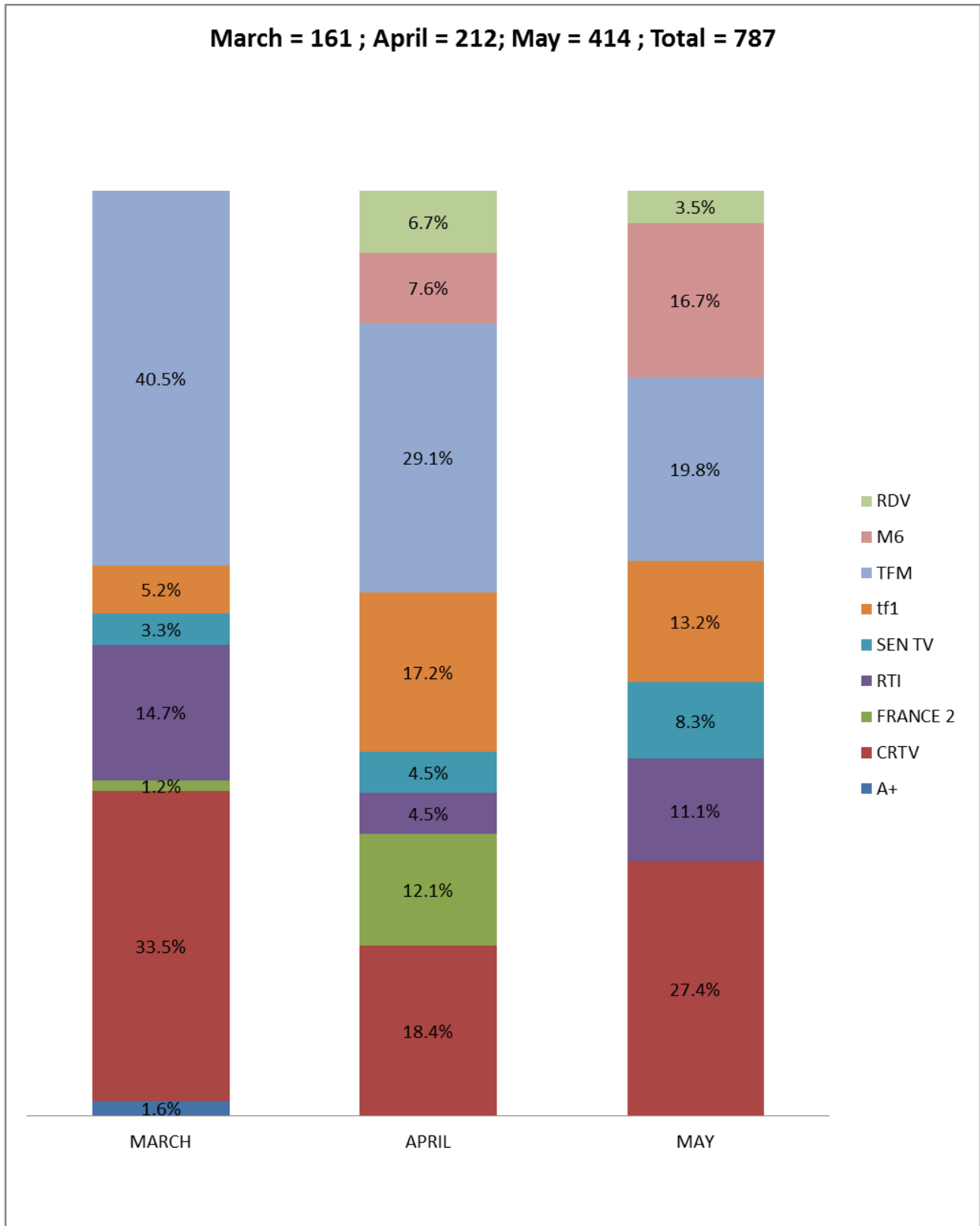


Figure 16. Percent of 787 OM advertising minutes by TV Channel



Content analyses of ads

Of the five BMS ads, one (Novalac) showed an infant less than 6 mo of age in addition to a 7 mo old (ages were specified in the ads). Three ads were for follow-up formula for use between 6-12 mo of age, and two ads were for growing-up milks as for children over 1 year of age (Bledina and Gallia). Growth or 'being smart' was mentioned in 2 of the 5 ads (Bledina and Gallia), and nutrients in two ads (Bledina and Guigoz).

The content of some ads like Novalac and Babybio are confusing about the product target or message. In the NOVALAC ad, the mother is at first pregnant, then she breastfeeds his baby, and then she gives him a bottle. For Babybio, BMS and CPCF are both advertised in one ad with one child who appears to be 6 mo to 2 years of age and who consumes a CPCF (puree) however a BMS is also shown in the ad.

Among the 4 CPCF ads, the only claims made were by Bledina (growth, 'being smart' and 'healthy').

Of the 16 different ads used for other milks, nutrients were mentioned in the 7 ads (43.8%). Energy, healthy, strength and love were mentioned by 2 (12.5%) each. Growth/'being tall' or happy was mentioned in one ad each. Three ads mentioned that the milks were for the whole family. Children appearing less than 5 years of age were not portrayed in any ad.

During the data collection period, "Bledilait croissance" growing-up milk ads were shown 20 times and ads of "Céréales Blédine" CPCF were shown 56 times in which the word "petits fûtés" were observed. So the word "petits fûtés" (little smart one) appeared in ads 76 times during these 3 months.

Expenditures

For BMS and CPCF, only international cable channels were used to market brands. These channels were broadcast throughout Europe and/or Africa. Therefore estimated expenditures (based on reported costs of ads) are not just for viewers seeing ads in Senegal but for viewers in all the countries that receive these channels. For example, for an ad on TF1, the manufacturer purchases the ad time for a fixed cost in France even though the spot is broadcasted in countries other than France.

Expenditures for marketing are determined by several factors: duration of the ad (e.g. longer ads are more expensive than shorter ads because the cost is assessed on the number of seconds for the ad), channel used, day of the week (Monday – Sunday), time of day (e.g. 7:00 pm to 7:30 pm since costs differ throughout the day), and date (month, day and year). Calculating the expenditures for different brands requires details on all of these variables. The costs per each ad are then summed to get the total estimated expenditures for advertising by manufacturer.

Table 13 shows the range in costs for a 30 second ad broadcast during the study period based on fee schedules provided by 5 cable channels. The ranges in these costs are only for the time

slots that manufacturers chose to run BMS or CPCF ads however ads could have been broadcast during the more or less expensive time slots.

Table 13: Range in costs (US\$) for 30 second ads on channels used for BMS and CPCF ads for dates and times that ads were shown

	Lowest cost in US\$ per 30 sec	Highest cost US\$ per 30 sec	Country broadcasting ad
CRTV	\$ 162	\$ 170	Cameroon
NOLLYWOOD	\$ 696	\$ 696	France
M6	\$ 110	\$ 90,240	France
TF1	\$ 902	\$ 89,120	France
TV5 MONDE AFRIQUE	\$ 668	\$ 1,448	France

Figure 17 shows the costs of advertising BMS at these times on these channels received in Senegal and broadcast from France and Cameroon. Danone's cost were lowest because they used lower cost channels (CRTV and TV Monde Afrique) and because they had the lowest number of minutes of ads (see Figure 13) while the other manufacturers used more expensive channels (M6 and TF1). Biobaby advertised BMS and CPCF within the same ad on M6 (a more expensive channel) at a cost of \$ 415,734 over three months.

Although Danone had much higher numbers of ad minutes for CPCF shown over three months, the costs of ads for CPCFs was much lower than Nestle's ads because their ads were shown on less expensive channels (CRTV, Nollywood and TV Monde Afrique) compared to Nestle's ads (TF1) (Figure 18).

Figure 19 shows the average **monthly** costs of ads for BMS and CPCF broadcast from France and Cameroon received by countries with access to those channels. Over a 12 months period, the estimated **annual** costs would be \$12,200,000 for BMS and \$2,172,000 for CPCF ads.

There are 116 channels broadcast in France, however many are in English and several are sports channels (<http://www.ranker.com/list/tv-channels-of-france/tv-channels?page=3&format=GRID>). We have no information on what other channels are used by BMS or CPCF manufacturers to advertise their products since Senegal television only carries a subsample of French cable channels. There are many other channels in France that focus on a variety of different content areas that are not commonly received by households in Senegal. We are not able to extrapolate from our data on a subsample of French stations appearing in Senegal whether or not these costs for BMS advertising are similar to the costs seen across all

French channels. These costs can be compared to television BMS ad costs in the UK (UK Breastfeeding Manifesto Coalition, 2007) from 2006-7 of \$12 million, in Cambodia (Helen Keller International, 2014) of \$607,000 over 13 mo in 2013 (with all ads in Khmer), and \$34 million in Vietnam in 2013 (Alive and Thrive, 2014; Ogilvy Media & Communication, 2009).

Figure 17. Costs of advertising BMS on ads shown over 3 mo. in Senegal broadcast from France and Cameroon*

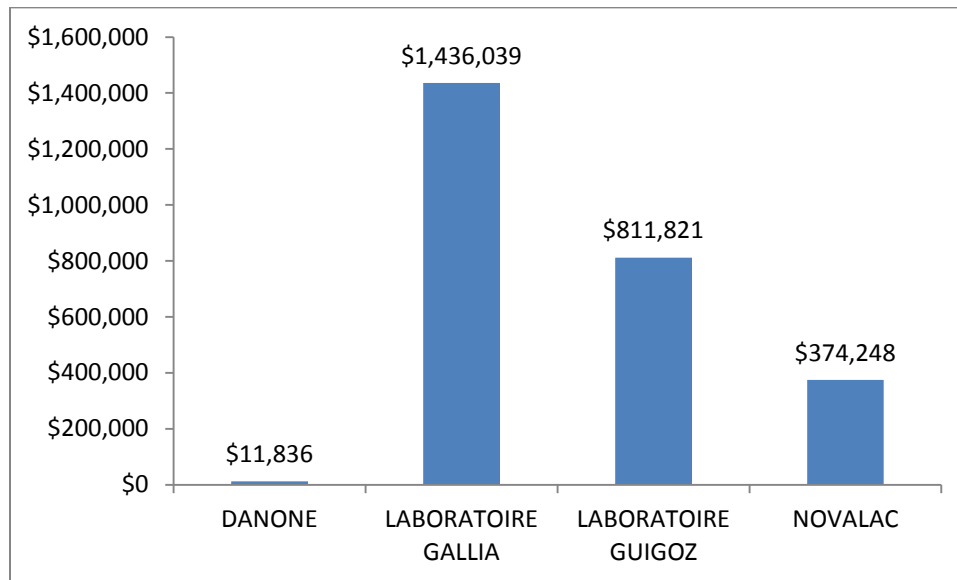


Figure 18. Costs of advertising CPCF on ads shown over 3 mo. in Senegal broadcast from France and Cameroon*

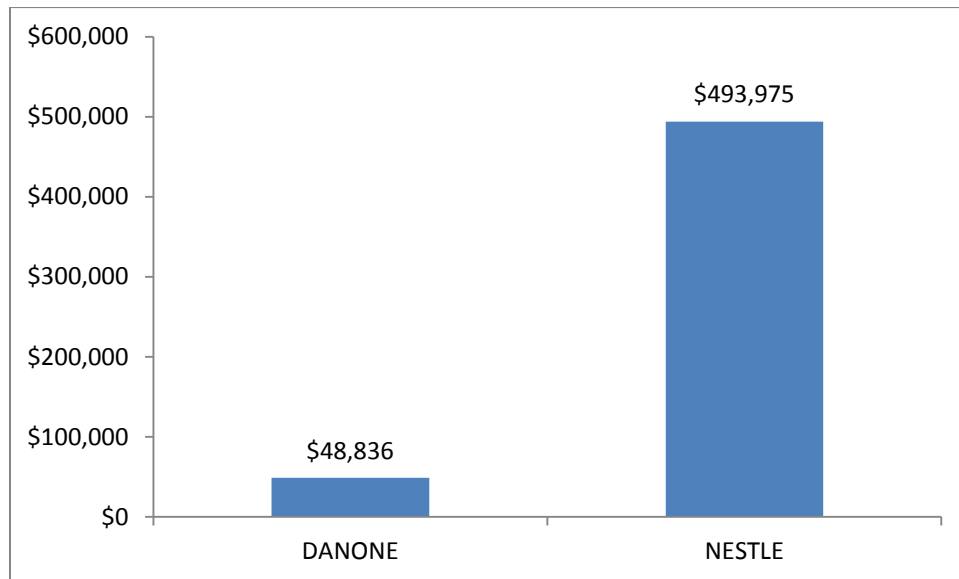
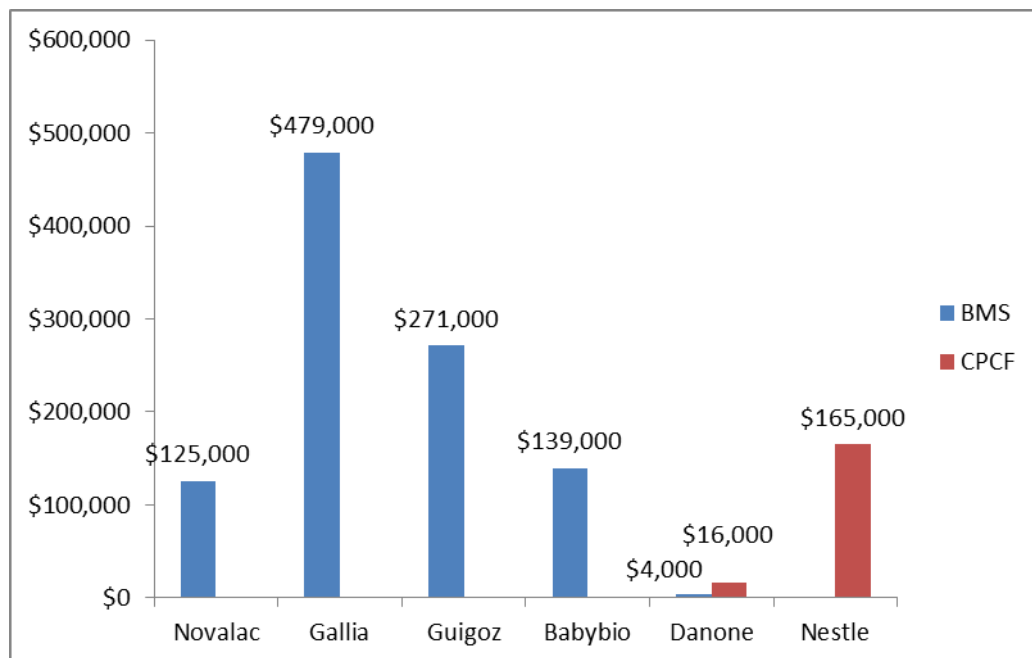


Figure 19. Average monthly costs of advertising BMS and CPCF on ads shown in Senegal broadcast in France and Cameroon*



*Babybio costs are included only for BMS; however ads also included CPCF products.

CONCLUSIONS/RECOMMENDATIONS

This media monitoring confirmed the comments reported by the mothers in the study conducted by the team ARCH / HKI on the promotion and consumption of foods for infants and young children younger than 24 months (Feeley et al, in press). Five different BMS and four CPCF brands were observed to be marketed in Senegal over a three month period on international cable channels broadcast in Senegal.

Article 5.1 of the International Code of Marketing of Breast-milk Substitutes (the Code) prohibits any form of advertising of BMS to the general public. BMS and CPCF products are advertised only on international cable TV channels. Although such advertising is not illegal in Senegal, it is in many other countries also receiving these cable channels.

Advertising of brands labeled as stage 2 (for infants 6-12 mo), and stage 3 (for those 12+ months of age) is inappropriate since these products are cross-marketed (using similar packaging and brand names) with infant formula.

Fewer CPCF ads (69 ads, shown over 33 minutes) were observed compared to BMS. Appropriately, none showed infants less than 6 mo of age, however one brand mentioned claims implying that the complementary food would enhance intelligence. Concern has been raised that such wording is misleading.

Although there are no international or national guidelines on the marketing of other milks not for use specifically by young children, these were also monitored in this study to assess whether they were marketed in a way that suggests they are for use by young children. A recent study in Dakar department reported that 2.7% of infants less than six mo of age and 35.3 % of those 6-23 mo of age were fed with other milks (Feeley et al, in press). There were 787 times ads were shown (389 min over 3 mo). More OM products were advertised than BMS and CPCFs, and thus total number of minute's exposure and the number of ads was greater. However, none of these ads portrayed young children under age of five years, although 2 of the 16 (12.5%) ads mentioned that the milk was for the whole family. None of the ads included pictures of children appearing younger than five years.

Such advertising on television may influence mothers/caregivers choices for feeding their infant and young children. In Senegal, exclusive breastfeeding is low with a level of 33% in 2014 (*DHS-2014*). Furthermore, pre-lacteal feeding (infant receiving liquid other than breast-milk in the first 3 days after delivery) is common with a level of 53% in 2011 (*DHS 2010-2011*). Thus, some mothers/caregivers introduce to the infant's diet foods other than breastmilk before 6 months of age.

HKI results on from a study conducted in 2013 (Pereira et al, in press) showed that:

- 44% of BMS labels of products sold in Dakar department recommended an age of introduction under 6 months

- 21% of CPCF labels recommended an age of introduction under 6 months and 4% did not provide any age of introduction

If we want to address the major public health problem of infant and child illness and malnutrition, we must ensure the adoption, practice and monitoring of improved policies. This includes supporting the Senegal Ministry of Health and Social Action for the revision of the 1994 ministerial *arrete* (ministerial order) to restrict marketing of BMS. To promote and support the practice of breastfeeding, the new *decree* should take into account three categories of BMS, CPCF and all promotional activities within and outside of health facilities and points of sale.

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APPENDIX: Transcripts of commercials

Substituts du Lait Maternel (SLM)

BLÉDILAIT CROISSANCE

Français

- Il est où le nez ?
- Là
- Très bien
- Et la petite bouche elle est où ?
- Là
- Là ? Ah bravo
- Et tes cheveux, montre-moi tes cheveux ?
- C'est ça. Et montre-moi ton lait ?
- Cà
- Mais tu comprends tout toi !
- Blédilait Croissance n'est pas un lait ordinaire pour les bébés après 1 an, il contient les nutriments essentiels dont une combinaison de fer et d'acides gras essentiels pour soutenir leur développement cérébral.
- Blédilait Croissance, le lait de croissance des petits futés.**

Anglais

- Where is the nose?
- Here
- Very good
- And the small mouth where is it?
- Here
- Here? Ah well done
- And your hair, show me your hair?
- That's it. And show me your milk?
- This!
- Oh you understand everything!
- Bledilait growth is not an ordinary milk for babies after 1 year, it contains essential nutrients including a combination of iron and essential fatty acids to support their brain development.
- Bledilait growth, the milk of growth for smart babies

GALLIA

Français

- Derrière chaque enfant qui fait des progrès il y a une maman qui croit en lui et qui veut toujours lui donner le meilleur. Avec GALLIA CROISSANCE au pronutra+, une formule

unique fruit de 30 ans de recherche du laboratoire GALLIA sur le système humanitaire, vous lui donnez des ressources pour bien progresser et se lancer dans le monde qui s'ouvre à lui

-GALLIA CROISSANCE au pronutra+ accompagnons ses progrès.

Anglais

Behind each child who makes progress there is a mom who believes on him and always want to give the best. With pronutra+ GALLIA GROWTH, a unique formula from Gallia laboratory 30 years of research on humanitarian system, you give him resources for progressing well and engage in the world which opens to him

- PRONUTRA+ GALLIA GROWTH let's follow his progress.

NOVALAC

Français

-Fille ou garçon ?

-Allaitement ou biberon ?

-Crèche ou nounou ?

-NOVALAC ou NOVALAC.

-Pour son biberon avec NOVALAC ne vous posez pas de questions.

-NOVALAC exclusivement en pharmacie.

Anglais

-Boy or girl?

-Breastfeeding or bottle feeding?

-Nursery or nanny?

-NOVALAC or NOVALAC.

-For his bottle with NOVALAC don't worry.

-NOVALAC exclusively in pharmacy.

GUIGOZ

Français

- Les bébés ont tant de choses à nous dire quand ils se sentent bien

-Depuis plus de 100 ans les laboratoires GUIGOZ concentrent leurs recherches sur le bien être des bébés...GUIGOZ.

Anglais

- Babies have so many things to tell us when they feel good
- For more than 100 years, GUIGOZ laboratories focus their research on baby's well-being...GUIGOZ.

BABYBIO OPTIMA

Français

- Pas besoin d'envoyer Doudou vérifier!
- Babybio va chercher ses ingrédients là où la nature est la plus généreuse
- Babybio l'aventure du goût commence ici!

Anglais

- There is no need to send Doudou for checking
- Babybio will seek its ingredients where the nature is more generous
- Babybio, the adventure of the taste starts here

Aliments de Complément (AC)

CEREALES BLEDINE

FRANÇAIS

- Voir son petit grandir et s'éveiller chaque jour un peu plus
- Quel bonheur !
- Et pour s'éveiller autant il faut notamment une alimentation bien adaptée
- C'est pourquoi Blédina a créé les céréales Blédine qui contiennent des nutriments essentiels dont du Combifer, une combinaison de vitamines pour sa croissance et de fer pour soutenir son développement cérébral
- Blédine, les céréales des petits futés

ANGLAIS

- Seeing her baby growing and awakening each day a little more
- What happiness!
- And to awaken like this we do need an appropriate diet
- That's why BLEDINA has created Bledine cereals which contain essential nutrients included Combifer, a combination of vitamins for his growth and iron to support his brain development
- Bledine, cereals for little smart

NATURENES

Français

- Humm, du bon a t'en mettre...bien dis donc toi on t'embête pas
- Si tu savais que c'est du saumon très sauvage qui habite dans la vraie mer et t'as des bonnes carottes dedans. Quand tu seras plus grand tu comprendras.

- NATURES pure collection des poissons sauvages et des légumes cuits à la vapeur pour l'éveiller au bon goût de la nature.
- NESTLE. Donnons-leur le goût des bonnes choses.

Anglais

- Hmmm, a good Natures
- If you knew that it's wild salmon that lives in the true sea and you have good carrots inside. When you will grow up you will understand
- NATURES pure collection of wild fish and steamed vegetables for awakening him to the good taste of nature.
- NESTLE. Let us give them the taste of good things

P'TIT BRASSE

Français

- Jules c'est quoi ce dessert?
 - Les desserts du réfrigérateur ne sont pas faits exprès pour les bébés
 - Eh bien voilà c'est mieux
 - P'tit brassé spécial bébés avec du lait et des fruits pour toi
 - Humm c'est trop bon
 - P'tit brassé Nestlé, le laitage conçu exprès pour les bébés
 - Et jusqu'à 3 ans.
- Nestlé, donnons-leur le goût des bonnes choses!

ANGLAIS

- Jules, what is this dessert?
 - Desserts in the refrigerator haven't been made especially for babies.
 - Well, it's better
 - P'tit Brasse special babies with milk and fruits for you
 - Humm! It's so good
 - P'tit Brasse Nestle, dairy product specially made for babies
 - And up to 3 years
- Nestlé, let's give them the taste of goodness!

BABYBIO (same ad as Babybio Optima)

Français

- Pas besoin d'envoyer Doudou vérifier!
- Babybio va chercher ses ingrédients là où la nature est la plus généreuse
- Babybio l'aventure du goût commence ici!

Anglais

- There is no need to send Doudou for checking
- Babybio will seek its ingredients where the nature is more generous
- Babybio, the adventure of the taste starts here

Autres Laits (AL)

CANDY UP

Français

- Moi pour Iron man et moi la reine des neiges
- Candy 'up du lait du fun et beaucoup d'imaginations.
- Eh bien! Je me considère régalé.
- Avec Candy 'up partage les aventures de tes héros de Disney infinity en jouant sur Candy'up.fr.
- Nouveau parfum chocolat blanc.
- Moi c'est Candia!

Anglais

- I prefer Iron man and me the queen of snow
- Candy 'up milk, fun and lot of imaginations.
- Well! I consider myself regaled.
- With Candy 'up share the adventures of your Disney infinity's heroes by playing on Candy 'up. Fr
- New flavor: white chocolate.
- For me it's Candia!

REGILAIT

Français

- Régilait met le paquet en cuisine.
- C'est génial dans toutes les recettes. Quelques cuillères de lait en poudre et ça change tout.
- Les quiches sont plus gourmandes.
- Les viandes plus dorées.
- D'autres atouts Regilait.com

Anglais

- Regilait is is the best in the kitchen
- It is excellent in all recipes. Few teaspoons of milk powder changes everything
- Quiches are greedier
- Meats more golden
- Other assets Regilait.com

NIDO

Français

- Maman dit qu'il faut boire NIDO chaque jour pour devenir grand et fort.
 - Merci docteur.
 - NESTLE NIDO, une tasse par jour, la forme toujours.
 - Maman dit que boire NIDO chaque jour est vraiment bénéfique.
 - Et c'est bon croit moi !
 - NIDO votre amour, leur avenir.
- NESTLE Good Food, Good Life

Anglais

- Mom says we have to drink NIDO everyday for getting tall and being strong.
 - Thank you Doctor.
 - NESTLE NIDO, one cup a day, always feeling good
 - Mom says that drink NIDO everyday is really healthy
 - And it is good trust me!
 - NIDO your love, their future
- NESTLE Good Food, Good Life

BONNET ROUGE

Français

- Du lait du lait chaque instant
- Du lait du lait chaque instant
- Le lait BONNET ROUGE regorge de micro nutriments alors plus on en boit plus on a de force
- Buvez bonnet rouge à chaque instant le vrai lait hollandais

Anglais

- Milk every moment
- Milk every moment
- Bonnet rouge milk is composed by micronutrients so more we drink and more we are strong
- Drink Bonnet rouge at any time, the authentic Holland's milk

BROLI

Français

- Du calcium
- Du fer
- Du zinc
- Des vitamines A et D3
- Tout ce dont tu as besoin pour une journée pleine d'énergie se trouve dans ton délicieux lait crémeux BROLI.
- 100% pur lait de vache de Hollande, le lait BROLI est conditionné dans des boîtes pratiques lui garantissant une bonne conservation
- C'est le parfait départ de ta journée

Anglais

- Calcium
- Iron
- Zinc
- Vitamins A and D3
- Everything you need for a day full of energy is in your delicious and creamy milk BROLI.
- 100% pure cow's milk from Holland, BROLI's milk is packaged in practical boxes that guarantee a good conservation.
- It is the perfect start for your journey

LAHDA

Français

- LAHDA, lait entier, instantané et sain idéal pour le lait caillé
- LAHDA l'idéal pour tous les plats à base de lait, bon pour les beignets, bouillies ou lait frais
- Le lait LAHDA vous donne des vitamines, renforce votre énergie et est le meilleur pour votre corps.
- Chéri c'est quel genre de lait ?
- C'est LAHDA
- Le lait LAHDA, le choix le meilleur pour la famille
- Il est bon et sain
- Avec LAHDA, toujours du bonheur dans la maison
- Il rend heureux aussi bien les petits que les grands
- LAHDA, le vrai gout du lait

English

- Lahda, whole milk, perfect and healthy for curd
- Lahda is the best for all meals based on milk, good for pancakes, porridge or fresh milk
- Lahda milk gives you vitamins, improves your energy and is good for your body
- Honey, what kind of milk is it?
- It's Lahda
- Lahda milk, the best family's choice
- It is good and healthy
- With Lahda, always happiness in the house
- It makes happy both children and adults as well
- Lahda, the authentic taste of milk

MEY'OR

Français

Nous, nous avons choisi le lait MEY'OR
Y a pas meilleur que le lait MEY'OR
On en prend au petit déjeuner avant d'aller à l'école car il a bon gout
Un lait crémeux et joli à regarder. Le lait MEY'OR est délicieux
Le lait MEY'OR est riche et nous rend heureux
Moi MEY'OR est mon préféré car il est abondant

Avec MEY'OR on a le choix avec le lait de 25 g, 500 g et le sac de 10kg
Moi vendeur de lait je choisi le sac de 25 kg pour un bon lait caillé qui se vend rapidement
Le lait MEY'OR est le meilleur
Y a pas meilleur que le lait MEY'OR
Y a pas meilleur que le lait MEY'OR
MEY'OR y a pas meilleur.
Vous avez aussi MEY'OR purée

Anglais

We've chosen the MEYOR milk
There is nothing better than the milk MEYOR
We take it at the breakfast before going to school because he is tasty
A creamy milk nice to see
The milk MEYOR is delicious
MEYOR milk is rich and makes us happy
MEYOR is my friend because it is plentiful
With MEYOR we have the choice with 25 g, 500 g, and the bag of 10kg
Me as a milk seller I chose the bag of 25 kg for good curded milk that is quickly sells
MEYOR milk is the best
There is nothing better than the MEYOR milk
There is nothing better than the MEYOR milk
You also have Meyor Puree

LACLAIT

Français

Maman, papa, il y a longtemps que je cherche un lait délicieux
Il y a longtemps que je cherche un lait entier. Il y a longtemps que je cherche un lait savoureux
Quand j'ai découvert LACLAIT délicieux, délicieux, délicieux
Quand j'ai découvert LACLAIT entier, entier, entier
Quand j'ai découvert LACLAIT savoureux, savoureux, savoureux
Il y a longtemps que je cherche un lait vitaminé
Il y a longtemps que je cherche un lait pour la croissance
Il y a longtemps que je cherche un lait pour la santé
Quand j'ai découvert LACLAIT vitaminé, santé et croissance
Quand j'ai découvert LACLAIT vitaminé, santé et croissance
LACLAIT Délicieux, Onctueux et Savoureux

Anglais

Mom, Dad, it's been a while I was looking for a delicious milk
It's been a while I was looking for a whole milk. It's been a while I was looking for a delicious milk
When I discovered LACLAIT delicious, delicious, delicious
When I discovered LACLAIT whole, whole, whole

When I discovered LACLAIT tasty, tasty, tasty
It's been a while I was looking for a milk with much vitamins
It's been a while I was looking for a milk for growth
It's been a while I was looking for a milk for health
When I discovered LACLAIT it was a milk with vitamins, healthy and good for the growth
When I discovered LACLAIT it was a milk with vitamins, healthy and good for the growth
LACLAIT Delicious, creamy and tasty

LAICRAN

Français

-C'est quand on est une maman que l'on comprend vraiment ce qu'aimer veut dire
-Je choisis toujours LAICRAN parce que prendre soin de toute ma famille est ce qu'il y a de plus important pour moi
-LAICRAN c'est du pur lait de vache c'est pour ça qu'il est si crémeux et si savoureux
-Tu sais LAICRAN c'est aussi plein de calcium et de vitamines pour bien grandir
-Après ma journée d'école, LAICRAN c'est super nourrissant et plein d'énergie pour gagner mes matchs
-LAICRAN est mon grand secret pour bien réussir mes petits plats et rendre heureux tous ceux que j'aime
-Maman on t'adore
-LAICRAN la plus belle preuve d'amour

Anglais

-It's when we are mom that we really understand what love means
-I always choose LAICRAN because taking care of my family is most important for me
-LAICRAN is a pure cow's milk that's why it is so creamy and so tasty
-You know LAICRAN is also full of calcium and vitamins for grow
-After my school day, LAICRAN is nourishing and full of energy for allowing me to win my matches
-LAICRAN is my big secret for making my small dishes and making happy all those I love
-Mum we love you
-LAICRAN the most beautiful proof of love

2ND LAICRAN AD

You want milk that nourishes
The whole family
Choose Laicran
At breakfast
Or at breaking the fast
Buy Laicran
Laicran, milk that nourishes
The whole family

LOUNA

Français

Les enfants de Wally, les enfants de Wally le lait LOUNA est arrivé
Les enfants de Wally, les enfants de Wally le lait que tout le monde attendait
Lait en poudre végétal instantané, le cadet des laits est arrivé
Lait LOUNA évolue jusqu'au-delà des frontières
Les enfants de Wally les enfants de Wally le lait LOUNA est là
LOUNA, LOUNA....C'est bon!

Anglais

Wally's children, Wally's children LOUNA's milk arrived
Wally's children, Wally's children the milk that everyone was waiting for
Instant vegetal milk powder, the youngest of milk is here
LOUNA evolves up beyond the boundary
Wally's children, Wally's children milk LOUNA is here
LOUNA, LOUNA...It's good!

LACTEL BIO

FRANÇAIS

Pourquoi tu te lèves tôt?
C'est pour mes vaches et pour ton Lactel Bio, viens voir
Des petites exploitations, le respect du rythme naturel des vaches c'est comme ça que
la terre vous garantit un légume de qualité
C'est du bon boulot les gars
Lactel bio engagé dans le bio depuis plus de 20 ans
Rendez-vous sur Lactelbio.fr

ANGLAIS

Why you wake up early?
For my cows and for your Lactel Bio, come and see
Small farms, the respect of naturel rhythm of cows that's as the earth guarantees a
good quality of vegetable
Guys it's a good job
LACTEL BIO is engaged in bio for more than 20 years
Join us on LACTELBIO.FR

GRANDLAIT

FRANÇAIS

Il existe un lait unique et délicat
Pur et subtile
Un lait cinq étoiles, c'est Grandlait
Un lait français collecté dans des fermes sélectionnées
Grandlait un très grand lait
Moi c'est Candia!

ANGLAIS

There is a special and tasty milk
Pure and thin
A Five stars milk, this is GrandLait
A French milk from selected farms
GrandLait, a very big milk
It's me CANDIA!

GRANDLAIT FRAIS DE PRINTEMPS

FRANCAIS

Découvrez un lait uniquement collecté au printemps
Grandlait frais de printemps
Un très grand lait frais
Moi c'est Candia!

ANGLAIS

Discover a milk specially collected in spring
Grandlait frais de printemps
A very big fresh milk
It's me CANDIA!

LACTEL MATIN LEGER

Français

Ça tourne!
Ici Albert reporter
Maman avant elle était toujours écoeurée quand elle buvait du lait
Ce n'était pas la joie!
Et puis elle a découvert matin léger et voilà le résultat!
Matin Léger de Lactel avec seulement 0,5% de lactose du bon lait facile à digérer
Cocou chéri!
Et c'est tous les matins comme ça

Matin Léger de Lactel le lait facile à digérer
Nouveau: le premier café au lait facile à digérer par Matin Léger

Anglais

Action!

Here Albert reporter

Before mum was always unhappy when she was drinking milk

It wasn't pleasant!

And then when discovered Matin Leger and that's the result!

Matin Leger with only 0, 5% of lactose is a good milk and easy to digest

Hi honey!

And it's like this every morning

Lactel's Matin Leger, the milk easy to digest

A new product: the first milky coffee easy to digest by Matin Leger

BJORG

Français

Il existe un lait pas comme les autres

C'est le lait d'amande calcium Bjorg

Bio et naturellement sans lactose pour démarrer la journée en toute légèreté

Au rayon bio!

Bjorg une autre alimentation est possible!

Anglais

There is a milk not like the others

It's Bjorg the almond and calcium milk

Bio and naturally without lactose to start the day with lightness

At Bio ray!

With Bjorg, another feeding is possible!



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