

**UNCTAD Webinar: Protection of vulnerable consumers on digital markets**

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**How research on children's advertising literacy could make the enforcement more effective**

**Presentation**

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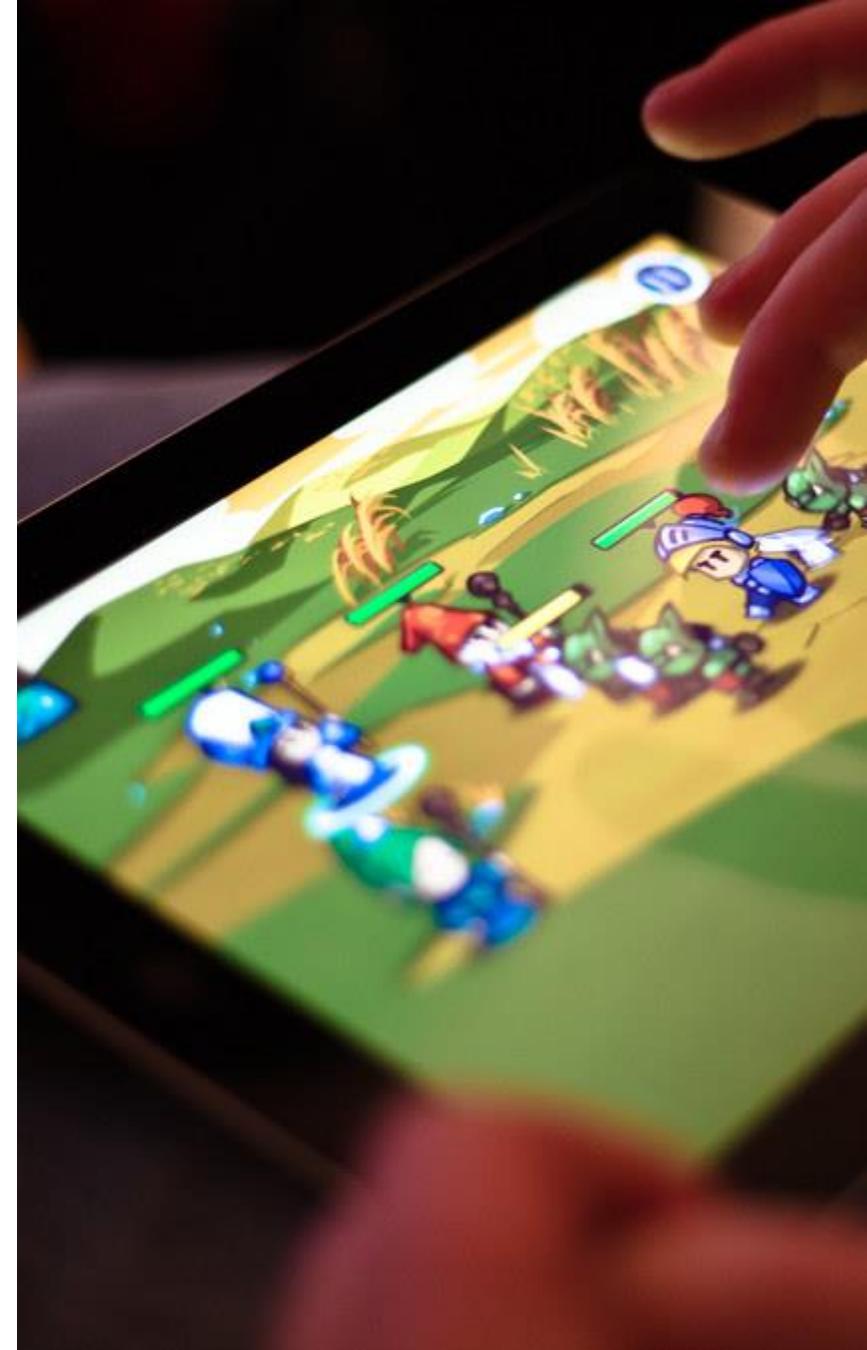
## How research on children's advertising literacy could make the enforcement more effective

Cecilia Norlander  
Senior Legal Officer  
The Swedish Consumer Agency



## Background

- Children are daily exposed to large amounts of advertising
- More subtle and embedded advertising
- Growing research on the role of children's advertising literacy
- Prioritization and consumer welfare



## Children's advertising literacy – what have we learned from research?

- Gradually increases and develops with age
- More difficult to recognize more contemporary and embedded advertising formats (brand placement, influencer marketing, advergames)
- Needs a trigger to activate
- Training and parental mediation could increase children's understanding of commercial intent and understanding of persuasive tactics



## How do we integrate research in enforcement?

- Prioritising cases
  - Effective advertising disclosure
  - Problematic advertising formats
- Evidence-based guidance to traders
- Raising knowledge and awareness internally
  - Education for legal officers
  - Procedural documents for enforcement actions
  - A Scientific Council
  - A Children and youth network
- Support to teachers and promoting consumer education in school



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