

**Marcas de alimentación en vídeos de YouTube dirigidos a menores: rasgos obesogénicos**

**Food brands on YouTube videos targeting minors: obesogenic features**

Araceli Castelló-Martínez & Victoria Tur-Viñes

# SAMPLE

	Channel	Type of content	Creation date	URL	Subscribers	Videos since creation	Videos in 2019	Videos analyzed	Cumulative views of channel
1	Las ratitas	Child YouTuber	2015-10-18	<a href="http://bit.ly/lasratitas">http://bit.ly/lasratitas</a>	18,100,000	159	42	4	5,849,792,551
2	MikelTube	Child YouTuber	2015-08-30	<a href="http://bit.ly/mikeltube-yt">http://bit.ly/mikeltube-yt</a>	5,250,000	689	99	15	3,160,062,304
3	The Crazy Haacks	Child YouTuber	2015-03-09	<a href="http://bit.ly/the-crazy-haacks">http://bit.ly/the-crazy-haacks</a>	3,540,000	636	102	31	1,320,711,747
4	Los juguetes de Arantxa	Child YouTuber	2015-01-02	<a href="http://bit.ly/juguetes-arantxa">http://bit.ly/juguetes-arantxa</a>	3,580,000	853	91	11	1,099,194,144
5	Las aventuras de Dani y Evan	Child YouTuber	2015-01-22	<a href="http://bit.ly/aventuras-dani-evan">http://bit.ly/aventuras-dani-evan</a>	1,820,000	445	113	3	994,272,780
6	La diversión de Martina	Child YouTuber	2015-01-05	<a href="http://bit.ly/ladiversiondemartina">http://bit.ly/ladiversiondemartina</a>	3,860,000	303	65	10	849,828,248
7	Jugando con Aby	Child YouTuber	2015-12-13	<a href="http://bit.ly/jugandoconaby">http://bit.ly/jugandoconaby</a>	2,520,000	390	64	24	701,191,013
8	El mundo de Clodett	Child YouTuber	2016-12-27	<a href="http://bit.ly/elmundodeclodett">http://bit.ly/elmundodeclodett</a>	2,400,000	261	73	15	552,071,204
9	TeamNico	Child YouTuber	2013-11-04	<a href="http://bit.ly/bs-mundos-de-nico">http://bit.ly/bs-mundos-de-nico</a>	2,340,000	458	104	5	525,356,850
10	Juega con Adri	Child YouTuber	2018-03-26	<a href="http://bit.ly/juegaconadri">http://bit.ly/juegaconadri</a>	1,940,000	114	73	41	465,342,764
11	Divertiguay	Child YouTuber	2016-10-11	<a href="http://bit.ly/divertiguay-yt">http://bit.ly/divertiguay-yt</a>	2,220,000	570	118	32	456,502,768
12	Leotube	Child YouTuber	2018-01-15	<a href="http://bit.ly/leotube-yt">http://bit.ly/leotube-yt</a>	1,450,000	79	56	4	346,709,452
13	Ladypecas	Child YouTuber	2015-09-01	<a href="http://bit.ly/ladypecas">http://bit.ly/ladypecas</a>	1,830,000	445	61	15	323,508,711
14	Pino y Ares	Child YouTuber	2018-04-16	<a href="http://bit.ly/pinoyares">http://bit.ly/pinoyares</a>	720,000	82	55	11	116,329,389
15	Juguetes MaryVer	Child YouTuber	2010-06-09	<a href="http://bit.ly/maryver">http://bit.ly/maryver</a>	250,000	522	42	1	90,538,590
16	Nestlé Spain	Brand	2010-02-15	<a href="http://bit.ly/nestlesp">http://bit.ly/nestlesp</a>	31,500	333	66	4	86,326,294
17	Casa Tarradellas	Brand	2011-06-21	<a href="http://bit.ly/casatarradellas">http://bit.ly/casatarradellas</a>	22,400	175	37	2	38,685,413
18	Grefusa	Brand	2012-08-31	<a href="http://bit.ly/grefusayt">http://bit.ly/grefusayt</a>	22,300	68	7	4	11,032,332
19	Nocilla	Brand	2012-02-09	<a href="http://bit.ly/nocillayt">http://bit.ly/nocillayt</a>	14,400	24	9	8	10,650,427
20	Dino Aventuras Danonino	Brand	2016-04-19	<a href="http://bit.ly/danoninoyt">http://bit.ly/danoninoyt</a>	11,500	27	2	2	6,738,653
21	The Phoskiters by Phoskitos	Brand	2018-03-09	<a href="http://bit.ly/phoskitosyt">http://bit.ly/phoskitosyt</a>	4,400	98	37	37	5,657,407
22	Nesquik Spain	Brand	2008-08-07	<a href="http://bit.ly/nesquiksp">http://bit.ly/nesquiksp</a>	3,900	16	6	4	4,992,384
23	Kellogg's Spain	Brand	2016-01-27	<a href="http://bit.ly/kelloggs-sp">http://bit.ly/kelloggs-sp</a>	460	16	6	4	4,938,637
24	ColaCao	Brand	2007-06-25	<a href="http://bit.ly/colacaoyt">http://bit.ly/colacaoyt</a>	8,150	203	13	8	4,685,506
25	Hero Spain	Brand	2013-03-11	<a href="http://bit.ly/hero-sp-yt">http://bit.ly/hero-sp-yt</a>	928	86	15	1	2,265,146
26	Adams Foods	Brand	2015-07-10	<a href="http://bit.ly/adamfoods">http://bit.ly/adamfoods</a>	2,570	25	1	1	1,891,355
27	Dulcesol	Brand	2015-10-07	<a href="http://bit.ly/dulcesol">http://bit.ly/dulcesol</a>	653	87	25	2	831,662
28	Galletas Gullón	Brand	2017-05-30	<a href="http://bit.ly/galletasgullon">http://bit.ly/galletasgullon</a>	389	23	14	5	165,638
							<b>1,396</b>	<b>304</b>	

Source: SocialBlade and YouTube (2019).

## RESULTS

Type of appearance	Total sample	Food brands sample	Child YouTubers sample
Visible	390	97	293
Verbal mention	205	82	123
In title	58	45	13
<b>Total</b>	<b>653</b>	<b>224</b>	<b>429</b>

Source: prepared by authors based on YouTube

Sample	Visible	Verbal	In title	Visible + Verbal	Visible + In title	Verbal + In title	Visible + Verbal + In title	TOTAL
Food Brands				37			45	82
Child YouTubers	48	6	1	63	1		10	129
<b>TOTAL</b>	<b>48</b>	<b>6</b>	<b>1</b>	<b>100</b>	<b>1</b>		<b>55</b>	<b>211</b>

Source: prepared by authors based on YouTube

# **EXAMPLES OF FOOD BRANDS CHANNELS**

Figure 1. “¡Llegan los nuevos Music Phones de ColaCao!” (ColaCao)



Source: YouTube (<https://www.youtube.com/watch?v=T1qlgx7S2Cs>)

Figure 2. “Choco Krispies y Toy Story” (Kellogg’s España)



Source: YouTube (<https://www.youtube.com/watch?v=ugvl4lpWolo>)

Figure 3. “Descubre los Finger Skates de Phoskitos by Salva!” (The Phoskiters by Phoskitos)



Source: YouTube (<https://www.youtube.com/watch?v=brwgE14zfMM>)

Figure 4. “Con Grefusa Empieza lo Bueno - Consumo” (Grefusa)



Source: YouTube ([https://www.youtube.com/watch?v=ngutvSt\\_S78](https://www.youtube.com/watch?v=ngutvSt_S78))



Figure 5. “¿Nocilleamos? - Spot Nocilla Sin Aceite de Palma” (Nocilla)



Source: YouTube (<https://www.youtube.com/watch?v=2j9PWMYPokc>)

Figure 6. “¡Aprende el súper truco del Terremoto!” (The Phoskiters by Phoskitos)



Source: YouTube (<https://www.youtube.com/watch?v=acyjvJa8bPU>)

Figure 7. “¡PHOSKITOS BUSCA YOUTUBER!” (The Phoskiters by Phoskitos)



Source: YouTube (<https://www.youtube.com/watch?v=I2srQ5AlXwA>)

Figure 8. “Descubre los FLYMALS de Phoskitos” (The Phoskiters by Phoskitos)



Source: YouTube (<https://www.youtube.com/watch?v=lk360eFWvBY>)

Figure 9. “El trap de los FLYMALS” (The Phoskiters by Phoskitos)



Source: YouTube (<https://www.youtube.com/watch?v=V74cnnzriLA>)

Figure 10. “Anuncio Chiquilín Ositos - Canción Oficial” (Adam Foods)



Source: YouTube (<https://www.youtube.com/watch?v=Qi6ub3huTYg>)

Figure 11. “¿Cómo son vuestros desayunos en familia?” (Kellogg’s España)



¿Qué cambiarías de tu desayuno?

Kellogg's  
Choco  
Krispies

#IgualConMenos

Quiero que dibujéis cada uno

¿Cómo son vuestros desayunos en familia? #ChocoKrispies #IgualConMenos

1.008.214 visualizaciones • 17 abr. 2019

👍 13    💬 3    ➔ COMPARTIR    ⌵ GUARDAR    ⋮

Source: YouTube (<https://www.youtube.com/watch?v=Qlvhzbznika>)

# **EXAMPLES OF CHILD YOUTUBERS CHANNELS**



Figure 12. “Mi RUTINA de TARDE para la ESCUELA VS mi RUTINA de FIN DE SEMANA” (El Mundo de Clodett)



Source: YouTube (<http://bit.ly/youtubersmenores7>)

Figure 13. “NO ELIJAS al HERMANO INCORRECTO” (The Crazy Haacks)



A screenshot of a YouTube video player. The video shows three young people sitting in a room. On the left, a boy in a white t-shirt with a gold 'NY' logo sits in a black chair. In the center, a boy in a black and white t-shirt with a butterfly logo sits on a black table. On the right, a girl in a white t-shirt with 'Chic' written on it and a black skirt sits on the table. Behind them is a large stack of blue boxes of 'La Vaca que ríe' cereal. A red banner at the bottom left of the video frame says 'VIDEO PATROCINADO POR...' followed by the 'La Vaca que ríe' logo. Below the video frame, the video title is '#NoElijasAlHermanoIncorrecto #NoElijasLaCajaIncorrecta #CajaMisteriosa NO ELIJAS al HERMANO INCORRECTO ⚠️ Reto de la CAJA MISTERIOSA'. The view count is 2.249.954, and the date is 29 jun. 2019. The engagement bar shows 29.079 likes, 3213 dislikes, and options for 'COMPARTIR', 'GUARDAR', and a menu icon.

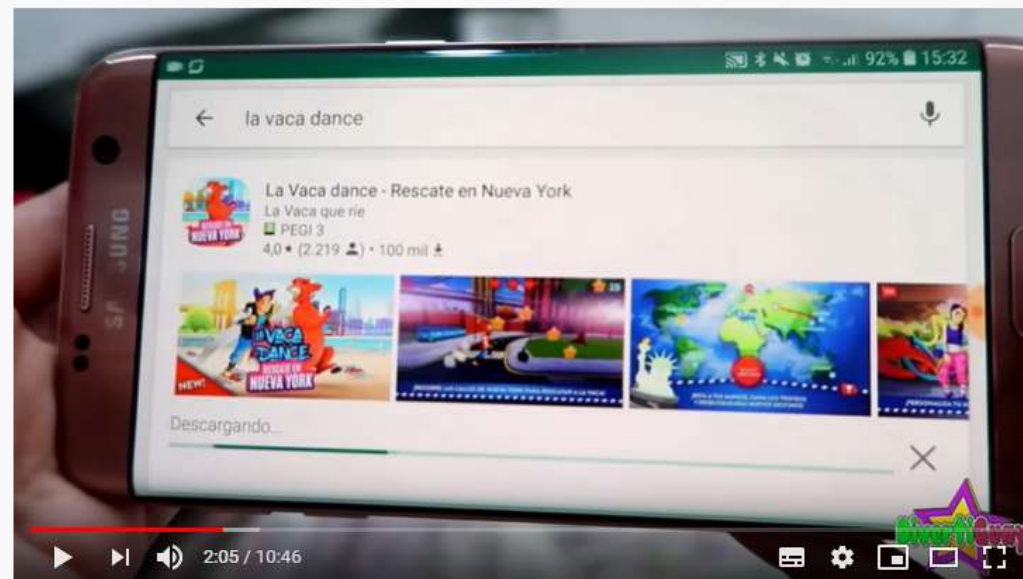
#NoElijasAlHermanoIncorrecto #NoElijasLaCajaIncorrecta #CajaMisteriosa  
NO ELIJAS al HERMANO INCORRECTO ⚠️ Reto de la CAJA MISTERIOSA  
2.249.954 visualizaciones • 29 jun. 2019    👍 29.079    👎 3213    ➦ COMPARTIR    📌 GUARDAR    ⋮

Source: YouTube (<http://bit.ly/youtubersmenores161>)

Figure 14. “BATALLA DE BAILE CON UN CHICO YOUTUBER! RETO DANIELA VS MIKELTUBE (Divertiguay)



#LaVacaDanceRescateNY #TeamGirls #mikeltube  
**BATALLA DE BAILE CON UN CHICO YOUTUBER! RETO DANIELA VS MIKELTUBE**  
115.339 visualizaciones • 21 feb. 2019



#LaVacaDanceRescateNY #TeamGirls #mikeltube  
**BATALLA DE BAILE CON UN CHICO YOUTUBER! RETO DANIELA VS MIKELTUBE**  
115.339 visualizaciones • 21 feb. 2019

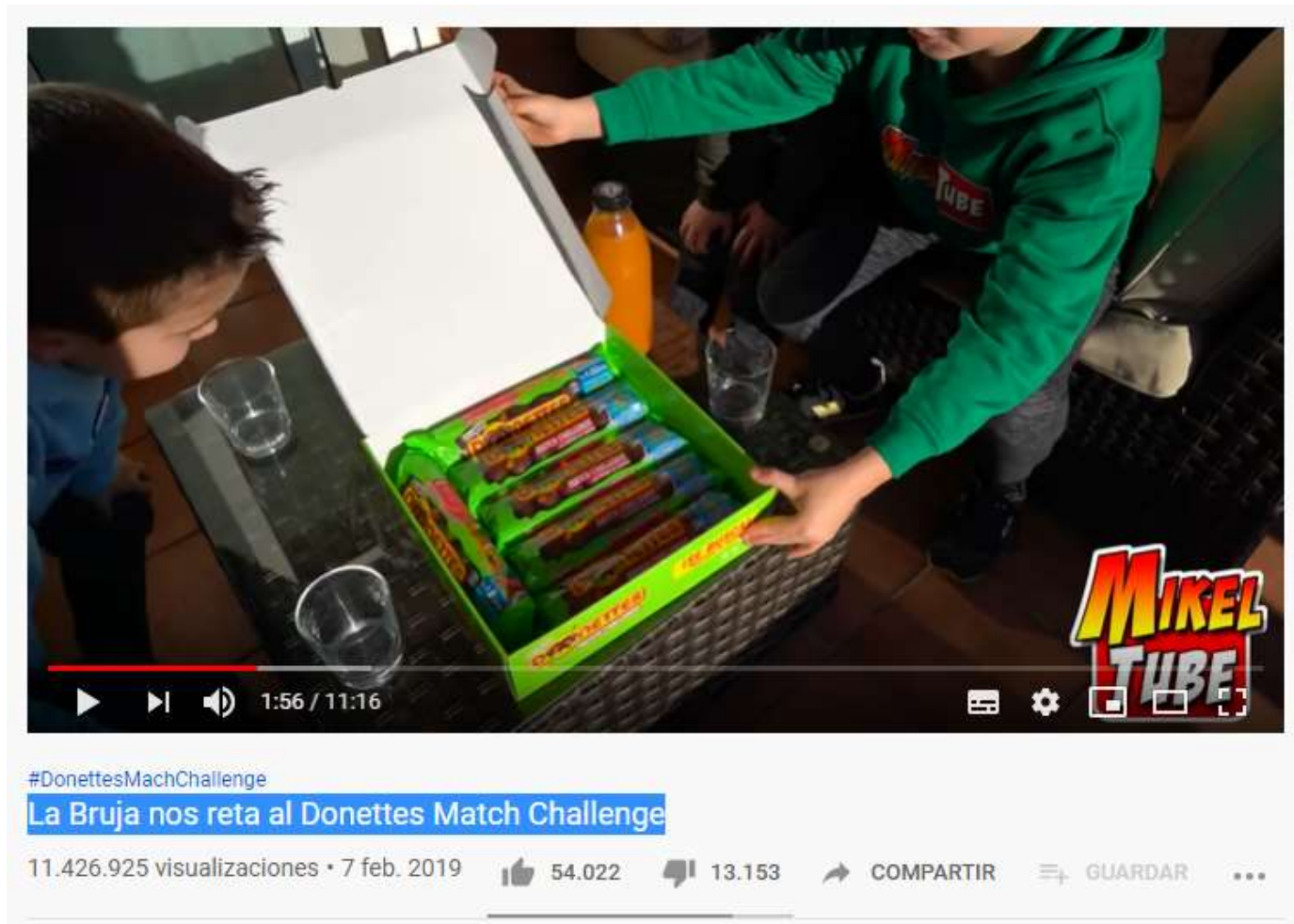
Source: YouTube (<http://bit.ly/youtubersmenores184>)

Figure 15. “ME PINTO EL PELO VERDE. Donettes Match Challenge” (12/02/2019), de Jugando con Aby



Source: YouTube (<http://bit.ly/youtubersmenores65>)

Figure 16. “La Bruja nos reta al Donettes Match Challenge” (Mikeltube)



Source: YouTube (<http://bit.ly/youtubersmenores130>)

Figure 17. The Crazy Haacks with Actimel



Source: YouTube (<http://bit.ly/youtubersmenores172> and <http://bit.ly/youtubersmenores174>)

Figure 18. “De qué lado estás? STAR WARS Actimel” (Mikeltube)



De qué lado estás? STAR WARS Actimel

2.720.394 visualizaciones

24.034

3970

COMPARTIR

GUARDAR

...



De qué lado estás? STAR WARS Actimel

3.694.375 visualizaciones

30.448

5378

COMPARTIR

GUARDAR

...

Source: YouTube (<http://bit.ly/youtubersmenores144>)

Figure 19. Vídeos from LadyPecas with the candy brand Pez



#tiktok #musically #TikTokKLadypecas

Mis mejores TIK Toks de 2018 \* Recopilación TOP 10 Musically

715.818 visualizaciones • 18 ene. 2019

👍 9316 🗨️ 869 ➡️ COMPARTIR 📌 GUARDAR ...



#ManerasDeMolestarAtuHermana #ManerasdeMolestar #24horasMolestando

MANERAS de MOLESTAR a MI MADRE 🕒 24 horas molestando a MON PARA LOS AMIGOS 🤪

533.438 visualizaciones • 22 nov. 2019

👍 9938 🗨️ 701 ➡️ COMPARTIR 📌 GUARDAR ...

Source: YouTube (<http://bit.ly/youtubersmenores208> and <http://bit.ly/youtubersmenores220>)



Figure 20. “DESAFÍO DANI y EVAN huevos de dinosaurios JURASSIC WORLD - SLIME sorpresa o KINDER JOY?”  
(Las aventuras de Dani y Evan)



Source: YouTube (<http://bit.ly/youtubersmenores106>)

Figure 21. “FIESTA de HALLOWEEN en la CASA de THE CRAZY HAACKS” (The Crazy Haacks)



Source: YouTube (<http://bit.ly/youtubersmenores170>)

Figure 22. McDonald's references (El Mundo de Clodett and Las Ratitas)



Source: YouTube (<http://bit.ly/youtubersmenores1> and <http://bit.ly/youtubersmenores58>)

Figure 23. “24 Horas en mi Casita de Madera” (Juega con Adri)



Source: YouTube (<http://bit.ly/youtubersmenores41>)

Figure 24. “Has un Pastel Conmigo - Pastel de Chocolate Más Grande del Mundo” (Juega con Adri)



Source: YouTube (<http://bit.ly/youtubersmenores42>)

Figure 25. “24 HORAS EN UNA CAJA DE CAMELOS111 EL 24 HORAS MÁS DULCE” (Pino y Ares)



Source: YouTube (<http://bit.ly/youtubersmenores91>)

Figure 26. “Especial TRUCO o TRATO Halloween 2019 en LeoTube” (LeoTube)



Source: YouTube (<http://bit.ly/youtubersmenores105>)

Figure 27. Cookies and chocolate brands (Divertiguay)



Source: YouTube (<http://bit.ly/youtubersmenores186> and <http://bit.ly/youtubersmenores196>)



Figure 28. Inappropriate use of the product (Juega con Adri)



Llenamos mi bañera de M&M Chocolate

5.922.838 visualizaciones • 23 oct. 2019

71.161

9711

COMPARTIR

GUARDAR

...

Source: YouTube (<http://bit.ly/youtubersmenores44>)

Figure 29. YouTubers with their family (Divertiguay, Jugando con Aby, The Crazy Haacks)



Fuente: YouTube (<http://bit.ly/youtubersmenores65>, <http://bit.ly/youtubersmenores176> and <http://bit.ly/youtubersmenores155>)

Figure 30. “CHOCOLATE GRANDE vs PEQUEÑO! Big Chocolate vs Small Chocolate” (Jugando con Aby)



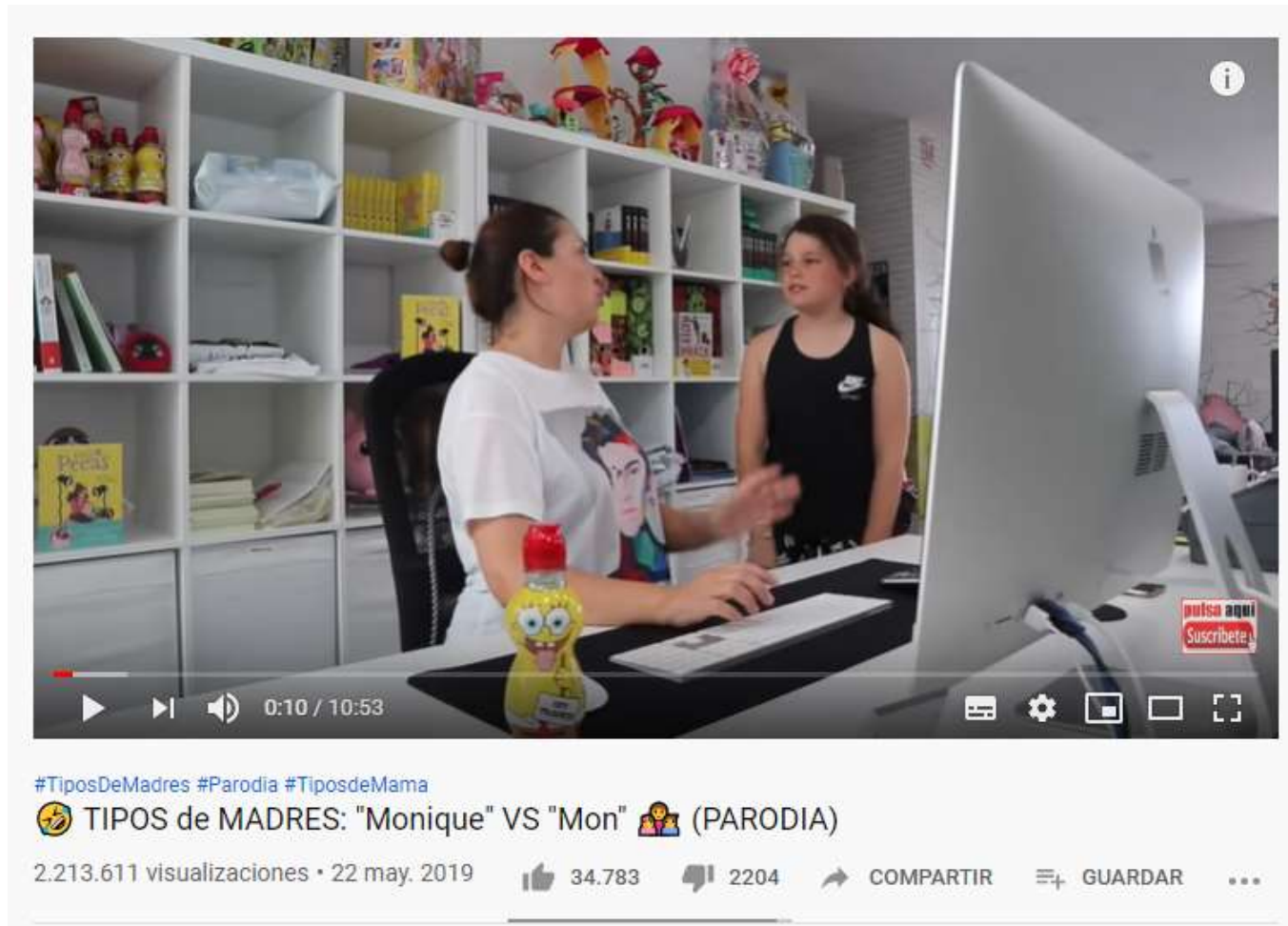
Source: YouTube (<http://bit.ly/youtubersmenores73>)

Figure 31. “QUITO a MATEO 10 COSAS de su HABITACIÓN ¡TODO lo que TOQUE MI PERRO! Y SE ENFADA MUCHO (LadyPecas)



Source: YouTube (<http://bit.ly/youtubersmenores214>)

Figure 32. “TIPOS DE MADRES: Monique VS Mon (PARODIA)” (The Crazy Haacks)



Source: YouTube (<http://bit.ly/youtubersmenores159>)

Figure 33. “24 HORAS COMIENDO SOLO CHOCOLATE. PASO UN DÍA ENTERO COMIENDO TODO DE CHOCOLATE DANIELA” (Divertiguay)



Source: YouTube (<http://bit.ly/youtubersmenores195>)

Figure 34. “COMPRO TODO EN ORDEN ALFABÉTICO. ME COMPRAN NUEVO IPAD CON LOS JUGUETES DE ARANTXA Y MARTI ARAGÓN” (Divertiguay)



Source: YouTube (<http://bit.ly/youtubersmenores200>)