**Chapter 1 Case: Walt Disney**

The Walt Disney Company recently announced that it will be implementing firm advertising rules on its television channels, radio stations, and its Web sites. Disney will ban all ads for junk food on its media networks, hoping to get kids to eat better by removing the temptation of junk food advertising. The new rules will make Disney a pioneer in recognizing the force of advertising on consumer behavior. Disney will evaluate a company's broad offerings, beyond the specific product it hopes to advertise on one of Disney's channels.

Products such as Kraft’s Capri Sun and Oscar Meyer Lunchables do not meet Disney's nutrition standards. Capri Sun has too much sugar, and Lunchables has high sodium content. Cereal with more than 10 grams of sugar or a meal with more than 600 calories will not meet nutrition standards and cannot be advertised. Companies like McDonald's, which is involved in the advertising initiative as part of its support for First Lady Michelle Obama's campaign to curb childhood obesity, may not make Disney's cut. The rules take effect in 2015, and until then, Disney hopes that with the desire to keep kids interested in their products through advertising, companies will reformulate products to meet nutrition standards.

“Disney's New Diet for Kids: No More Junk Food Ads,” *Yahoo*, June 5, 2012, http://finance.yahoo.com/news/disneys-diet-kids-no-more-junk-food-ads-222602295.html (Accessed March 25, 2013).