



## Candy-coated Marketing

*Sheena Horgan*

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This eBook is the embodiment of a conviction that:

- Ethical marketing is good for business;
- Just as marketing for a social goal need not rule out a commercial one, marketing to children and a commercial focus are not mutually exclusive; and
- By taking ‘collective responsibility’, brands and marketers can, and should, be making a positive difference to modern childhood.

Candy-coated Marketing portrays marketing to children as a widespread and often inappropriate business practice, but it also corroborates marketing’s ability to evoke and elicit change.

Ultimately, it is the positive potential of this ‘change’ that is the author’s primary motivation in writing.

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