



## Horizon Europe Brokerage Event Cluster 6 Calls 2024

Brussels , 26 September 2023

Study on visual and verbal factors in advertisements of the foods high fat, salt and sugar ; Awareness -raising activities ; and the New advertisement evaluation model .

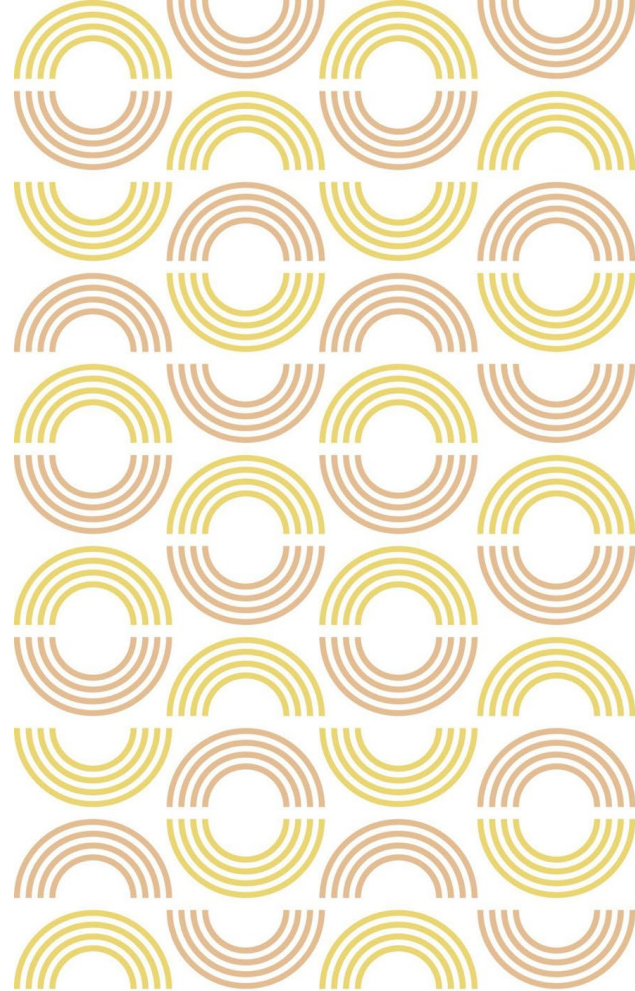
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## Topic(s) addressed :

- The role of mainstream media, social media and marketing in fostering healthy and sustainable consumption patterns and how to encourage good practices
- TOPIC ID: HORIZON -CL 6-2024 -GOVERNANCE -01-3



## Project idea

**Background** : Despite the measures taken in practice it is seen that advertisements for unhealthy foods still encourage malnutrition.

**Concept** : Foods high fat, salt, sugar (HFSS): Foods and non-alcoholic beverages containing nutrients, and substances with a nutritional or physiological effect, in particular fat, trans-fatty acids, salt or sodium and sugars, of which excessive intakes in the overall diet are not recommended or that otherwise do not fit national or international nutritional guidelines.

**Objectives** : This proposal aims to search the impact of visual and verbal factors of advertisements on the individual's emotions, motivations, and food choices. A series of qualitative and quantitative research and neuromarketing studies across Europe will be conducted on children, young and adult people. Then it will be determined whether this effect turns into a nutritional habit or not. It also aims to understand better the differences between media and marketing (linear and non-linear) approaches and channels.

*In the second stage* , awareness-raising tools will be developed to encourage good practices. Seminars, websites, learning materials, and new mobile app will be prepared for society.

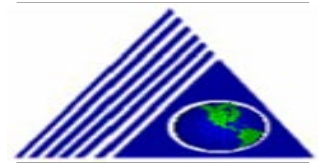
*In the third stage* , a new advertisement evaluation model on the basis of findings will be developed and shared with governmental institutions and non-profit organizations.

We have already started some interviews to be partner of consortium .



## Main expertise offered / sought

- We are Yeditepe University focusing on research.
- <https://doi.org/10.18070/erciyesiibd.755455>
- <https://openaccess.maltepe.edu.tr/xmlui/handle/20.500.12415/4568>
- Partner looking for consortium.
- We are looking for partners:
  - A company/university conducting neuromarketing/neuroscience studies.
  - A company developing an application with AI.
  - A company for collecting online data across Europe.
  - A company for disseminating and exploiting the project results.



## Contact details

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