

Online Marketing Worksheet

Descriptors					
Words and images that make a website feel as if it is a real place that kids can enter and belong to.					
Friendly "cartoon spokescharacters" that encourage kids to identify with products and companies.					
Interactive games and activities like colouring pages, crossword puzzles, and word searches featuring brand-name products and their spokescharacters.					
Downloadable screensavers featuring products and spokescharacters or email "postcards" that can be sent to other kids via the commercial website.					
Clubs that kids can join and contests they can enter in to win prizes. (Note the sorts of prizes kids can win.)					
Banner ads linking to other commercial websites or product information.					
Requests for kids to send in the email addresses of friends, so that they can win a prize too.					
Indicators of a responsible commercial website.					
Advertisements are clearly identified.					
Parents and children are informed of the commercial nature of the website.					
Partners and sponsors are prominently listed.					
The site contains a clearly-stated Privacy Policy.					
The site adheres to self-regulatory guidelines of the Children's Advertising Review Unit or the Canadian Association of Internet Providers.					

Our thanks to Gloria Antifaiff for creating this worksheet from our **Online Marketing Checklist**

