

Dear Mr Gandy,

Please do not submit to commercial pressure to allow product placement in British made television programmes.

Children are susceptible to manipulation and big companies would not be willing to invest money in product placement, unless such placement brought increased sales. I am aware that product placement would not be permitted in children's television, but children watch a lot of television that is not designed for them.

Obesity is a growing problem in the U.K. and product placement would increase the risk of children seeing covert advertisements for junk food.

I feel that product placement is an underhand method of advertising and as such is to be deplored.

Yours sincerely,

Sheila Andrews (Chair of the Public Affairs Committee,
Worcestershire Federation of W.I.s)