

1

Marketing Data Collection

From websites, mobile gaming apps, and YouTube via web crawlers, Bitbar Testing, and YouTube Data API



Repeat for each marketing instance

2

Marketing Feature Extraction
Using Google APIs

3

Food/Brand Identification
Decide if the given marketing instance is about foods/brands

4

Healthfulness Classification
Based on sodium, total sugars and saturated fat via Spoonacular API

5

Marketing Strategy Classification
Classify marketing strategies used and decide if child-targeting

6

Policy Adherence Classification
Decide if the marketing instance adheres to policy



7

Aggregation & Visualization

Decisions on individual marketing instances aggregated and visualized in a dashboard