Reviewer's report

Title: Lessons for public health from analysing commercial food marketing success factors: a case study

Version: 2 Date: 12 December 2011

Reviewer: gabrielle Jenkin

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Minor Essential revisions
There are still some editing issues- see the use of numbers not spelt in words at the beginning of sentences, and a few typos.

I think a point needs to be made that health claims do not necessarily lead to better public health nutrition. I would point out that even if health claims are so-called 'evidence' based - this does not necessarily translate into public health gains in nutrition (where is the evidence that health claims lead to better public health nutrition-?) Traffic light labelling might, but that is because it acts as an incentive to industry to reformulate their foods in to a healthier version.

Otherwise I still think the paper has something to offer those of us who working in public health - which is a rare insight in to what makes some food marketing successful. This is difficult information to get in the field of public health as we notice the reluctance of the food industry and advertising sectors to share this information with public health, or even agree to be interviewed.

Discretionary revisions
I still do not agree with the partnership approach however, it is a very unequal relationship between public health and the food industry, and their fundamental goals are not the same- a point that is well known in public health nutrition. Perhaps marketing should act as the go-between between public health and the food advertisers?

Regards

Level of interest: An article whose findings are important to those with closely related research interests

Quality of written English: Needs some language corrections before being published

Statistical review: No, the manuscript does not need to be seen by a statistician.
Declaration of competing interests:

I declare that I have no competing interests.

Regards
Gabrielle Jenkin