Reviewer's report

Title: Parent and child interactions with two contrasting anti-obesity advertising campaigns: A qualitative analysis.

Version: Date: 4 November 2013

Reviewer: Julie Henderson

Reviewer's report:

Major compulsory revisions

While the article is sound it draws some conclusions that are not well supported by the data provided. On p. 18 the authors state that obese people lack efficacy to act upon suggestions. I would suggest that this is a misrepresentation of what was said which related more to structural issues. The authors purposively sampled from a variety of socioeconomic backgrounds. Is there evidence of difference in response on the basis of socio-economic factors? Social marketing as suggested by the authors focuses upon individual responses. Is it effective on its own? Further, both the results and discussion suggest that there is a strong reaction to these campaigns particularly if presented without suggestions for behaviour change by people who are overweight and obese. This message has been lost in the conclusion and is an important message for policy makers. There are also typos and incomplete sentences throughout requiring a good proof read.

Level of interest: An article of importance in its field

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'