Reviewer’s report

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

Version: 1 Date: 18 November 2013

Reviewer: Gail Hawkes

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The project is well conceived and the research process well-planned. However I found it somewhat light weight and descriptive given the topic is of significant importance. The use of qualitative methods might have provided more insights than the data analysis delivered - I felt that an opportunity to gather more in-depth and complex data had been missed given the research design. The manuscript also contains two unfinished sentences P4 and P17. P13 - on several occasions the authors use 'most' or 'a few' rather than offering more detailed percentages.

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