Reviewer's report

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

Version: 2 Date: 24 December 2013

Reviewer: Vikki A Entwistle

Reviewer's report:

On my reading, the authors seem to have responded in a satisfactory way to all the reviewers’ requirements for essential revisions.

[New?] minor essential revision
I spotted one typo on p5: olds parents

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

Quality of written English: Acceptable

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

Declaration of competing interests:

I have no competing interests.