Reviewer’s report

Title: Does additional support provided through e-mail or SMS in a Web-based Social Marketing program improve children's food consumption? A Randomized Controlled Trial

Version: 0 Date: 27 Jun 2017

Reviewer: Kristina Curtis

Reviewer's report:

This is an original piece of research examining the effects of social marketing of a healthy nutrition program. This is a very important topic as little is known about how we best engage parents in making changes to their children's eating behaviours using online interventions.

Minor comments:

1. It would be helpful for some audiences who are not familiar with the term 'social marketing' if you could define this on p4.

2. It would benefit the reader if you could add a few sentences about how you developed your social marketing approach (I could not locate the paper you referenced for this) with regards to which marketing concepts, behaviour change approaches and evidence (on existing beliefs, attitudes and behaviours) you integrated and whether you incorporated inputs from end-users.

3. Future research: Can you say something about the use of apps for changing children's eating behaviours? The camera functionality is becoming a valid instrument for recording food data.

Level of interest

Please indicate how interesting you found the manuscript:

An article of importance in its field

Quality of written English

Please indicate the quality of language in the manuscript:

Acceptable
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