Kool Kans is a soft-drinks manufacturer. Sales and profits have been increasing over the last four years, and the company is looking to expand. Their drinks have particularly high sugar content. Market research has suggested that this kind of drink appeals especially to the 6 to 10 year old age group. They are planning a national advertising campaign and are considering using the following media: newspapers, radio, television, magazines, and billboards. They will also launch huge promotional campaigns in grocery stores.

Your task: Answer the following questions in the space provided. Provide two well-developed paragraph that answers both questions.

1. What are the advantages and disadvantages of their marketing and advertising efforts?
2. Why would some individuals oppose Kool Kans advertising during children’s TV programming? Explain.