

This activity will help to develop student's literacy skills and provide opportunities for critical thinking as well as discussion of persuasive techniques related to food advertising.

Food companies advertise their products in so many places; on television, billboards, public transport, on the radio, in magazines and newspapers, at point-of-sale, just to name a few.

List some food advertisements that you have seen lately. Where have you seen them and what were they advertising?

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Read the Advertising Techniques activity sheet and think about the way advertisements persuade us to want to buy a food product.

Find an advertisement shown on television, or you might find one online, Youtube. Watch it a couple of times and think about the techniques used in the ad to persuade you to want to buy the product.

Here are some sample ads for you to review:

### LCM's Commercial

Demonstrates:

- Excitement (Where one bite of a snack makes your life more exciting or your become a more cool person)
- Ideal kids and families (Who have big happy smiles and care for each other)
- Bandwagon (If you don't consume this product you will be left out)

<https://www.youtube.com/watch?v=Dsatt18rxvk>

### Mc Donald's Happy Meal commercial

<https://www.youtube.com/watch?v=lhsHBjFcc-Q>

### Hungry Jacks Commercial

<https://www.facebook.com/WCEofficial/videos/hungry-jacks-whoppers-are-simply-the-best/10155806199322224/>

OR

<https://www.westcoasteagles.com.au/video/2018-06-01/hungry-jacks-two-whoppers>

An extra clip you might like to watch –

### If Fast Food Commercials Were Honest - Honest Ads

<https://m.youtube.com/watch?index=173&list=WL&v=-q78QXpSL2M&t=0s>



# Food Advertising

## Activity Sheet

Advertisers use lots of tricks to make us want to buy their food and drink products. For example:

### **Ideal kids and families –**

who have big happy smiles and care for each other.

### **Family fun –**

where dinner turns into a party because everyone is eating this product.

### **Excitement –**

where one bite of a snack bar makes your life more exciting or you become a more 'cool' person.

### **Star power –**

where a popular sports star is telling you what to eat.

### **Bandwagon –**

where if you don't eat this product you will be made to feel left out.

### **Scale and appearance –**

where the product looks bigger or smaller than it actually is and looks more appealing than it does in real life.

### **Animated characters -**

where a character is used to increase children's interest

### **Repetition –**

where you hear the same message or ad over and over.

### **Music and jingles –**

where sound effects add to the excitement and make you remember the product.

### **Freebies –**

where free give-aways, prizes or tokens to collect are on offer.

# Food Advertising Activity Sheet



Choose a food or drink advertisement from TV or YouTube

1. What is the food or drink being advertised?

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2. Describe the age group you think this advertisement is appealing to.

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3. Give the reasons for your answer.

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4. What tricks did the advertisers use to make their product more appealing to you or others? eg star power or music and jingles.

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5. Where does this food or drink fit into The Australian Guide to Healthy Eating (i.e. what food group/s)?

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6. Can you think of a healthier option you could eat or drink that fits into the 'every day' foods of The Australian Guide to Healthy Eating?

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