

# FOOD ADVERTISING

## FOCUS AREA

Food & Drink Choice



## KEY MESSAGES

- Many factors can influence our food choices.

## LEARNING AREA

- Health and Physical Education
- English

## YEAR

5, 6,7 or 8

## TYPE

Worksheet, group discussion, critical review

## Introduction

This Quick Bite aims to develop student's literacy skills and provide opportunities for critical analysis of advertising materials. Examples of food advertisements will be used to create discussion of the different persuasive techniques used in advertising.

## Learning Intention

This resource will enable students to:

- critically review the techniques used in persuasive food advertising.

## Materials and equipment

- *Ad Persuasion* resource sheet
- *Food Advertising Review* activity sheet
- Various TV food commercials

## Teacher background notes

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

### Sample ads you can review with students:

- **LCM's commercial** - <https://www.youtube.com/watch?v=Dsatt18rxvk>  
Demonstrates:
  - Excitement (Where one bite of a snack makes your life more exciting or your become a cooler 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)
- **Mc Donald's Happy Meal commercial** - <https://www.youtube.com/watch?v=lhsHBjFcc-Q>
- **Hungry Jacks commercial** - <https://www.westcoasteagles.com.au/video/2018-06-01/hungry-jacks-two-whoppers>
- **If Fast Food Commercials Were Honest - Honest Ads** - <https://m.youtube.com/watch?index=173&list=Wl&v=-q78QXpSL2M&t=0s> This clip provides a satirical review of food advertising. It is suitable for older students.

## To complete this activity

1. Ask students to list some food advertisements that they have seen lately. Where have they seen them and what were they advertising?
2. Discuss with students some of the common themes use in food advertising which markets children.
3. Watch a sample food advert.
4. Review the *Ad Persuasion* resource sheet with students and think about the way advertisements persuade us to want to buy a food product. What techniques were used in the ad?
5. As a class review a couple more advertisements, ask students to discuss ads which they are currently seeing on TV, radio, online or in print.
6. Individually students 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. Students complete the *Food Advertising Review* activity sheet.

## Extension task

Students can use the knowledge they have gained about advertising techniques to create a print or digital ad for an item from the school canteen menu. Students could collaborate with the canteen manager so their ads can be used within the school.

## Additional Refresh.ED resources linked to this topic

- [Influences on Our Choices](#) – Learning Unit
- [Investigating Packaging](#) – Quick Bite



Department of  
Health



Refresh.ED is produced at Edith Cowan University with  
funding from the Department of Health

# Ad Persuasion

## Reference Sheet

Advertisers use persuasive techniques to make us want to buy their food and drink products including how they package food. 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 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.

### Freebies

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

### Colour

bright colours to attract attention, using red and yellow together are believed to simulate appetite

Can you think of any other advertising techniques used in food packaging?

# Food Advertising Review

## 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. List 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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