

ACTIVITY FIVE

ANALYZING FOOD ADS

Name _____

Date _____

Food ads use a variety of techniques to encourage us to buy and eat more. Choose an ad to analyze, and then answer the following questions.

1. What product is the ad selling?

2. What is pictured in the ad?

3. What does the ad highlight? (Circle all that apply.)

Quality Taste Price Health Environment Other: _____

4. Who is the target audience? (Circle all that apply.)

Kids Teens Adults Parents Other: _____

5. What marketing techniques does the ad use?

6. How does the ad encourage people to buy or eat more of the product?

7. What else is the ad selling besides the product?

8. How effective is the ad?

ACTIVITY FIVE

FOOD MARKETING TECHNIQUES

Food companies are in the business of selling food. They use many different techniques to encourage people to buy and eat more of their products.

ADVERTISING

ADS EVERYWHERE

Ads are put in many places—magazines, websites, buses, billboards, movies, displays, packaging, and clothing—to constantly remind us about the food product.

LOOKING GOOD

The food in ads often looks better than real life. Extreme close-ups trigger our senses of taste and smell, making us crave that food.

CELEBRITIES

Ads with celebrities put a familiar face on the product. For kids, the “celebrity” may be a cartoon, movie, or TV character.

HEALTH CLAIMS

Many ads claim or imply that the product is good for you. While they may convince you to buy, these claims are often unclear or inaccurate.

CLAIMS ABOUT TASTE OR POPULARITY

Many ads describe the food's deliciousness or popularity to sell the product. These claims are often exaggerated or unsupported.

OVERDOING IT

Ads may show big portion sizes or people who can't stop eating the product, both of which encourage you to eat a lot.