



FOOD ADVERTISING

OBJECTIVES:

- Understand that food advertisers' job is to sell their product
- Recognize how advertising may stretch the truth to appeal to an audience

LET'S GET STARTED! (10 MINUTES):

- Explain the purpose of advertising for food
- Discuss how food advertisements are meant to appeal to an audience in order to sell a product
- Explain tactics companies use to help sell products, including stretching the truth

STORY (15 MINUTES):

- Read the story about Boss and how he learns about food advertising

WRAPPING UP (5 MINUTES):

- Talk about how food advertising can be harmful or confusing

LET'S GET STARTED!

- This week we are going to talk about food advertising! Explain what food advertising is and why companies do it. Provide examples, and ask students if they can think of any examples to share.

DIALOGUE BOX

- Today we are going to talk about food advertising! Advertising is what companies do in order to sell their products. Commercials on TV and the radio, and ads in magazines and on billboards are all meant to market a certain product so that people will want to buy it. Companies spend a lot of money on advertising to make sure people see and hear about their products.
- Companies that make food advertise so that you will buy their products instead of someone else's. You've probably seen advertisements for specific brands of cereals, snacks, and drinks. Can you think of any examples you've seen?

Explain tactics that companies use to get an audience's attention and to convince people to buy their products. Talk about marketing directed specifically toward kids.

DIALOGUE BOX

- Companies spend a lot of time and money researching methods that will attract the most people and best sell their products. Catchy slogans, songs, use of celebrities or cartoon characters and using 'buzz words' to make their products sound better and more exciting are all strategies companies use to get you excited about their products.
- Advertisements often end up making you want a certain product or convincing you that you need it because it is presented in an appealing way.
- The commercials you see during the shows you watch are designed specifically for you. Companies know that kids will be watching certain shows, so they market products for kids during those shows.
- Can anyone think of some advertisements they see on TV for a certain food? What type of things do the commercials use to make you want to buy their product?

Talk about how food advertisements usually stretch the truth to make their products seem better or healthier than they really are. Just because something sounds good on a commercial doesn't mean it is; they just want you to buy their product!

DIALOGUE BOX

- A lot of times you'll hear about how a product is good for you or a healthy choice, but that isn't always true.
- Food advertisements are meant to sell their product, so oftentimes they stretch the truth in order to make their product seem better than it is.
- Things like fruit juice or fruit gummies aren't healthy for you even though they have fruit in the name or claim to be made with real fruit! They have lots of sugar and other unhealthy things in them despite appearing to be a healthy choice.
- Advertisements for things like snacks and cereals may use buzz words like "natural," "part of a complete breakfast" or "a good source of (fiber, calcium, whole grains, etc.);" to convince you that they are healthy when in reality they aren't nearly that good for you! They may have a small amount of those things, but usually they stretch the truth to make it seem like they have LOTS of healthy contents. They also do not mention all of the contents of their products that are not healthy like the sugars and unhealthy fats.
- Sometimes you may see a celebrity or athlete telling you to buy a certain product. Companies pay them to promote their products, so don't be fooled just because your favorite actor, sports player, or TV star says they support a product!

STORY

- Read the story about Boss and his friends learning how food advertising can sometimes be deceiving

WRAPPING UP

- Ask students to name some of the ways food advertisers try to sell their product. Remind them to look out for exaggerated advertising!



Boss Learns about Food Advertising

One of Boss' favorite parts of the day is snack time! He loves snack time almost as much as he loves recess! His snack time during school days is usually a little before lunch, and his favorite snack to bring is fruit gummies! He brings fruit juice and chips almost everyday! One morning, Boss and his friends were going to grab their snacks from their lunch boxes when Sally asked, "What did everyone bring for snack today." They brought everything from carrot sticks, apples, grapes, a bag of nuts, to pretzels and even a banana. Boss noticed how healthy all of their snacks were and said, "Wow, all of your snacks are so healthy! I brought fruit juice and chips. I mean, the fruit juice is kind of healthy too though!" Boss friend Will said, "Well, fruit juices are better than a lot of other things, but still are not that healthy for you!" Boss replied, "But hey say "fruit" on them, which means they're made of fruit, right?" Will replied, "Just because they say "fruit" does not mean they are made of real fruit! Companies will write the word "fruit" on their products to make you think they are healthy when they really are not! It is the same with fruit gummies! Fruit juice barely has any fruit in it, and is mostly sugar and fake flavoring, but because it says "fruit," many people think it's healthy! This is called false advertising!" Boss had no idea that companies were allowed to do that and make people think their products were healthy when they really aren't! He says, "I cannot believe that these companies do that! If you would have never told me, I would have never known that just because something says "fruit" on it does not mean it is good for you!" Instead of grabbing his gummies, Boss took his Apple out and had that for snack that day! He decided he would not bring fruit gummies to snack anymore and bring real fruits or vegetables instead! Real fruits and vegetables are much healthier than the processed snacks, like fruit gummies or fruit juices!