



6th-8th Grade Lesson 3: Food Advertising

Overview

In this lesson, students will learn about the different “tricky techniques” food companies use to get us to want to buy their foods, even if they aren’t the healthiest choices. Every year food companies spend billions of dollars on advertising and marketing their products. Much of this marketing is targeted at kids. Although food companies advertise their products using many techniques and formats, they spend a huge amount of time and money to market through food packaging. They work very hard to make the packages look appealing to make people, especially kids, want to buy the products. Some common “tricky techniques” that food companies use on food packages to get young people to buy their foods include the “Cool Factor”, “Cartoon Characters”, “Heartwarming Factor”, “Celebrities”, “Sneaky Language”, “Insults”, “Facts & Figures”. By learning more about each of these food marketing techniques, kids can see through the deception and make better food choices.

Behavior Change Objective:

As a result of this lesson, students will choose to buy food products based on their own opinions and health goals as opposed to being tricked by food marketing techniques.

Learning Objectives:

Students will be able to:

- Recite different “tricky techniques” food companies used on food

packages to market them to kids.

- Demonstrate increased confidence in being able to identify marketing strategies in food ads.

Keywords:

Cool Factor; Cartoon Characters; Heartwarming Factor; Celebrities; Sneaky Language, Insults, Facts and Figures

Educational Standards:

CCSS: SL.6.1, L.6.1, RL.6.7, RI.6.7, W.6.1, W.6.2, SL.7.1, L.7.1, RL.7.7, RI.7.7, SL.8.1, W.7.1, W.7.2, L.8.1, RL.8.7, RI.8.7, W.8.1, W.8.2, RST.7, 7.NS.2, 7.EE.3

Before You Begin:

- Review the entire lesson and watch the lesson video - note appropriate places to pause the video and engage students.
- Review Classroom Management techniques (suggested tutorials below)
- [How to Handle an Out-of-Control Middle-School Classroom](#) (start at 2:03)
- [How to Make a Noisy Class Quiet](#) (start at 2:40)
- Display a food package that uses one of the marketing techniques mentioned in the lesson. If you don’t have a food package available you can use the CarpiSun food package ad image attached to this lesson - see attached.
- Set up AV equipment and provide space for film viewing.
- There are 5 videos to be shown: Video Three: Food Advertising, and 3 video examples of food marketing ads & 1 viral video (links provided below).



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Materials:

- Videos:
 - [Video Three: Food Advertising](#)
 - Video links for food marketing ad examples:
 - [Gatorade](#)
 - [Frosted Flakes](#)
 - [FNV \(Fruits and Vegetables\)](#)
 - [The CEO of Corn \(viral video\)](#)
- Fruit & vegetables to use as props for "Go Viral" activity

Procedure:

- **Introduce Food Advertising:**
 - Begin the lesson by displaying a food package that contains a marketing technique or the image attached to this lesson that displays marketing messages on foods. Have students examine the food package/image and identify the parts of the package that are used to persuade them to buy it. Explain that every year food companies spend billions of dollars on advertising and marketing their products to kids. Today we will learn more about several "tricky techniques" food companies use to make kids like you crave or want to buy foods that are often not the best food choices.
- **Show video titled: Video Three: Food Advertising**
 - This video will teach the students how to identify seven "tricky techniques" used to market food products to kids.
- **Have students view 2 traditional food marketing ads (Gatorade, Frosted Flakes) & FNV video**
 - Explain that we are going to get to practice identifying some of the "tricky techniques" that we learned about in Video Three: Food Advertising. Play each video example and have volunteers name some of the techniques they see used in the video. Next play the FNV video, this is a creative campaign that first shows traditional unhealthy food advertisements and then uses these same techniques to market fruits and vegetables. End by telling the class that when you can identify the "tricky techniques" used to make you crave or want to buy food products you can see through them. Now they will be less influenced by food marketers and can use their own opinions and knowledge to make unbiased food choices. Whole foods like fruits and vegetables are always a healthy choice!
 - **Gatorade:** <https://youtu.be/G5hzfoZOmAg?si=V3uw490K1Zi6agVr>
 - **Frosted Flakes:** https://www.ispot.tv/ad/ol_y/frosted-flakes-mission-tiger
 - **FNV (Fruits and Vegetables):** <https://vimeo.com/120688660>



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Procedure (continued):

- **Go Viral Activity.** Design your own advertisement for a fruit or vegetable.
 - **Show the Corn CEO video** (<https://www.youtube.com/watch?v=1VbZE6YhjKk>). Explain that this video went viral and made a lot of kids want to try corn.
 - Break students into groups and assign each group a fruit or vegetable. Hand out a "Go Viral" worksheet to each group (attached to the lesson plan). Now it's their turn to get creative. Each group gets to design their own advertisement for their fruit/vegetable using some of the "tricky techniques" that they just learned about. To help the group visualize and plan out their ad, use the worksheet to come up with a slogan, claim, and visual for their advertisement. When the students complete their ad, have each group act out their commercial in front of the class and vote on which one was their favorite.
 - Optional: give each group their own fruit/vegetable to use as a prop in their advertisement.
 - Optional: give the winning group a prize.

Activities and Resources to Extend this Lesson:

- **Snack Shack game:**
 - [FDA Snack Shack game link](#)
- **Practice identifying the logo game included as part of this "Don't Be Phooled" curriculum:**
 - https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fny.pbslearningmedia.org%2Fresource%2Fidof_curriculum_10%2Flesson-4-dont-be-phooled-in-defense-of-food%2F&data=04%7C01%7Ccalison.brown%40rutgers.edu%7C90b6d9260c2241e70e5f08d90f4734e4%7Cb92d2b234d35447093ff69aca6632ffe%7C1%7C0%7C637557621141307843%7CUnknown%7CTWFPbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzliLCJBTiI6IklhaWwiLCJXVCi6Mn0%3D%7C1000&sdata=N0fXzj6abMiXgpzSHVlvUY6pwHtwIXfKmcafODmdrfE%3D&reserved=0



6th-8th Grade Lesson 3:

Food Advertising

NO ARTIFICIAL COLORS, FLAVORS OR PRESERVATIVES.

THE ONLY “NO” YOUR KIDS WILL LOVE.

NOW YOU
CAN SEE!
NO ARTIFICIAL
COLORS, FLAVORS
OR PRESERVATIVES

CAPRISUN
Fruit Punch
No Artificial Colors, Flavors or Preservatives

GOOD FOR MOMS. AWESOME FOR KIDS.



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Power Point Lesson Poster

Note: This is a visual representation of the PowerPoint that accompanies this lesson. The actual PowerPoint slide has been furnished as well to display on a computer.



The Rutgers Culture of Health School Program

Lesson 3: Food Advertising





Our last class we learned about:

- Whole vs processed foods



Today's Schedule:



- **Intro to Food Advertising**
 - What is food advertising? **Watch a Video to Learn More**
- **Practice identifying the 5 tricky food advertising techniques.**
- **Divide into groups**
- **Group Competition**
 - Design your own food advertisement for a fruit or vegetable?



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What advertisement tricks can you find?

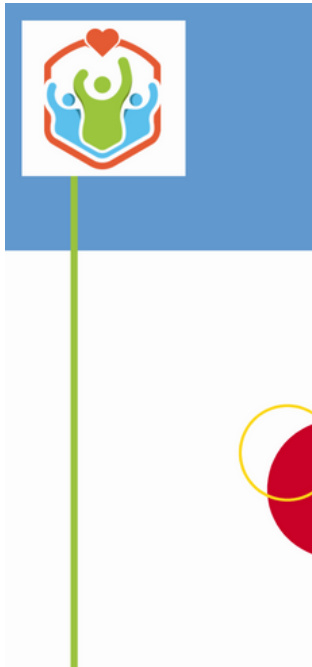




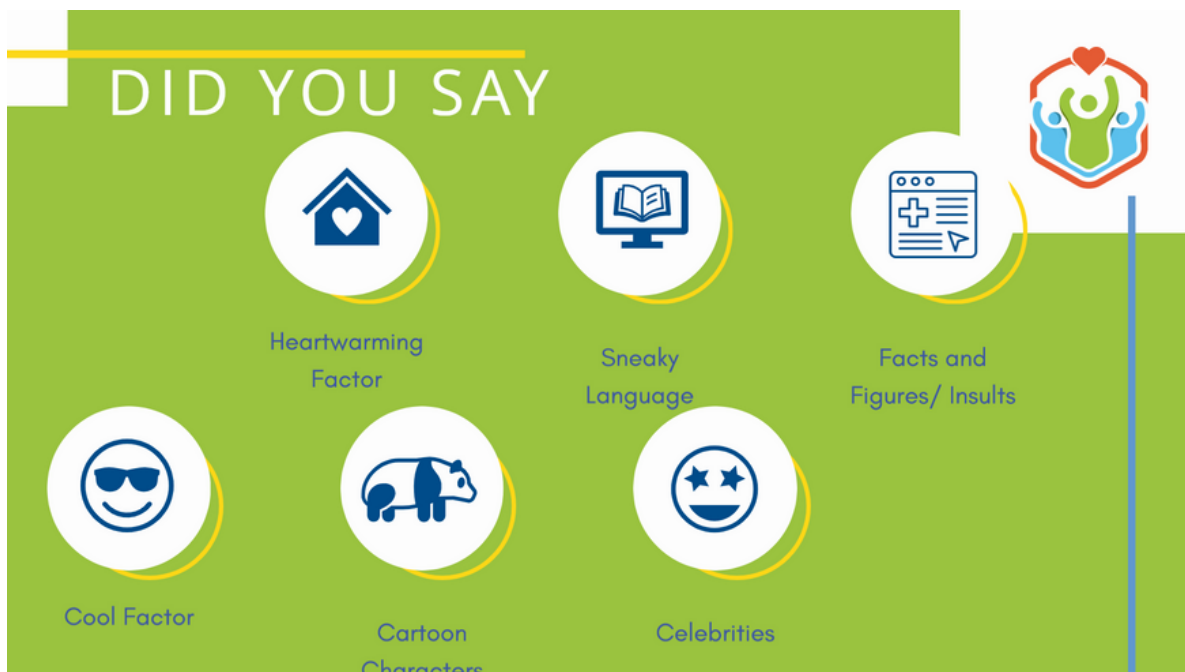
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What are some of the ways food companies market their products?

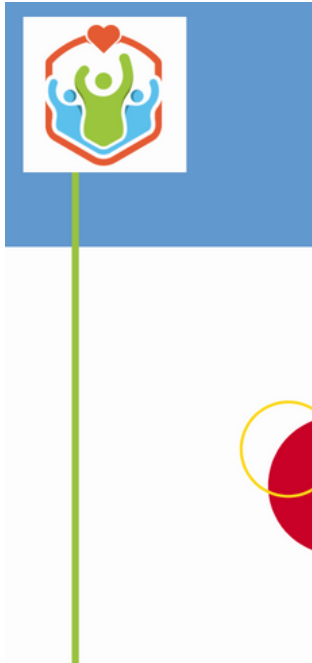




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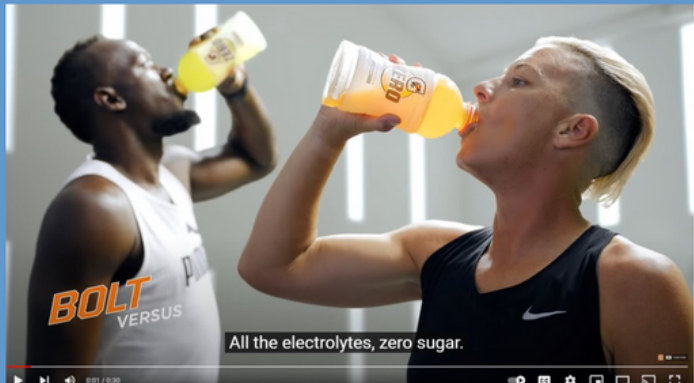
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Have you seen
commercials that use
these marketing
tricks?



Identify these tricks in real commercials



#1 WHAT ARE
SOME OF THE
TRICKS YOU
SAW?

<https://www.youtube.com/watch?v=1qE9Uv2VOsc>



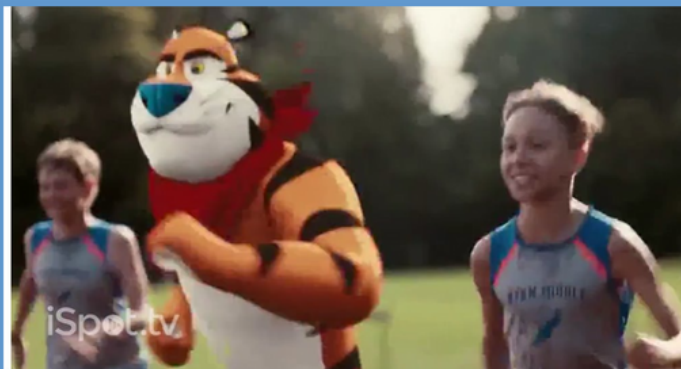
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Identify these tricks in real commercials



https://www.ispot.tv/ad/ol_y/frosted-flakes-mission-tiger

#2 WHAT ARE
SOME OF THE
TRICKS YOU
SAW ?



Identify these tricks in real commercials



<https://vimeo.com/120688660>

#3 WHAT ARE
SOME OF THE
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How corn went viral



Make a fruit or vegetable go viral

1. Break up into your groups
2. Think of a story line for your commercial
 - Fill out your Go Viral worksheet
3. Practice acting out a 30 sec commercial.
4. Commercial showcase!





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Thank you for participating!

See you next week for
Lesson 4: Nutrition Facts Label

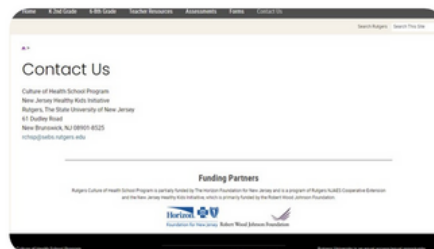






CONTACT US!

SEND US YOUR FEEDBACK, AND QUESTIONS





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Go Viral! Create Your Own Ad

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YOUR FRUIT/VEGETABLE IS:

NAMES:

DATE:

Directions:

Create an advertisement for your fruit or vegetable that persuades people to eat it. Plan out your ad by filling out this worksheet. Do your best to include a slogan, claim and a visual in your ad.

A Slogan:

A slogan is a catchy phrase that makes you remember the product. Create a slogan for your fruit or vegetable.

A Claim:

A claim is a promise. What do you claim your fruit or vegetable will do?

A Visual:

Create a picture (or scene) that makes your fruit or vegetable appealing.