

Adventures in Food and Nutrition! © 2012
Chapter 1: Food, Nutrition, and You—Technology Activity

Food Commercials

You see thousands of advertisements every year. Many of these advertisements are for food. The purpose of the advertisements is to convince you to buy the food. The more people who buy the food, the more money the food company makes. Advertisements can help you learn about new foods and help you decide which you will buy. Sometimes, however, they can make you want to buy something you really do not need. Learning about techniques advertisers use can help you understand how advertisements affect you.

Watch one hour of your favorite programs. Make three columns on a sheet of notebook paper. Write the name of each program in the first column. Then write every product advertised during that program in the second column. In the last column, list the advertising technique used in each advertisement.

The following are commonly used advertising techniques:

Bandwagon: The advertisement makes it seem like everyone is using the product and you will be left out if you do not use it, too.

Beauty/Sensory Appeal: The advertised product appeals to your desire to feel beautiful, go to beautiful places, have beautiful possessions, or eat delicious food.

Celebrity/Cartoon Character Endorsement: The advertisement links a product with a well-known person or a cartoon character. Buying the product may make you feel that you can be like the celebrity.

Compliment the Consumer: The advertisement flatters you so you feel like it is a good decision to buy the product.

Escape: The advertisement shows how the product can make you feel like you are getting away from it all or having a fun, new adventure.

Happiness/Humor: The advertisement makes you think the product will be fun to use or will make you happy.

Independence/Individuality: The advertisement links the product with people who can think and act for themselves.

Intelligence: The advertisement links the product with smart people who cannot be fooled.

Lifestyle: The advertisement links the product with a particular style of living or way of doing things.

Nostalgia: The advertisement makes the product seem like it will return the user to the “good old days” or just the way grandma made it.

Nurture: The advertisement links the product with taking care of someone.

Name _____ Date _____

5. Did the food advertisements make you want to buy the food advertised? Why or why not?

6. Visit the website of one of your favorite snack foods. Describe the advertising technique used at the website. How does it affect your desire to purchase the food?