



# target market

**CONCEPTS:**

*In the United States, the food industry spends more than \$33 billion every year to advertise products that are mostly loaded with fat, salt, and sugar. Much of this advertising is aimed at youth. Most food advertising on children's TV shows is for fast foods, soft drinks, candy, and sugary cereals. Sometimes similar food products are packaged to appeal more to children.*

**OBJECTIVES:**

- Students will understand that the food industry is targeting them by analyzing food advertisements to identify the advertising tactics used.
- Students will expose the specific advertising tactics used in ads by creating counter-ads.
- Students will examine how advertisers gear their messages towards kids by viewing popular products.
- Students will learn what factors influence their food choices by brainstorming and group conversation.

**MATERIALS:****ACTIVITY 1: Factors that Influence Food Choice**

- *Target Market* PowerPoint or overheads
- *Factors that Influence Food Choice* student handout
- Butcher Paper
- Markers

**ACTIVITY 2: Taking a Look at Advertising**

- *Buy Me That* DVD (food tactics section)
- Various Food Ads
- Butcher Paper
- Markers



## TEACHER PREPARATION:

Use the *Target Market* PowerPoint or make overheads of the PowerPoint. Preview the *Buy Me That* DVD. Use the food ads provide or find others for students to use. Make copies of *Factors that Influence Food Choices* student handout.

## ESTIMATED TIME:

50 minutes

## INTRODUCTORY SET:

What did you have to eat today? Yesterday? Last week? Are you in charge of all your food choices? Do you have control over everything that you eat?

## ACTIVITY 1: FOOD MARKETING

1. Show and discuss student objectives.
2. Have students work independently in filling out the *Factors that Influence Your Food Choices* student handout. Discuss influences with students when they have completed the student handout.
  - Convenience
  - Price
  - Store layout
  - Advertisement and packaging
  - Nutritional value
  - Craving/Taste
  - Brand
  - Availability
  - Tradition/Culture
  - Time
3. Have students discuss their answers in groups of four or five. With their answers they will create a quick poster choosing a picture to symbolize each factor that influence people's food choices.
4. Have each group share a factor with the class. Have any necessary conversation or fill in any missing information.

## ACTIVITY 2: TAKING A LOOK AT ADVERTISING

1. Show PowerPoint section about advertising.

Food advertisers use strategies to target their audience to get them to buy their products. Display the *Food Marketing Strategies* overhead and discuss the strategies used to market to kids.

- Ideal kids—perfect hair, perfect teeth, clean and attractive
  - Family fun—A product that helps families have fun together
  - Excitement—A product that makes you have exhilarating fun
  - Star power—A celebrity is used to make kids want to model them
  - Bandwagon—Come on, everyone's doing it
  - Heart strings—Ads that make you feel good or emotional
  - Cartoon characters—Cartoons help kids identify with the product
  - Cool factor—A product that makes the user go from nerdy to cool
  - Jingles or slogans—A catchy phrase or song that becomes linked with the product
2. Discuss with students things they should look for in ads:
    - A. Is the ad showing reality?
    - B. If not, what is it hiding?
    - C. Who is the company's target audience?
    - D. What advertising strategy is the company using to attract me?
  3. Show Wendy's Burger ad and reality picture.
  4. Show *Buy Me That* DVD (food tactics section).
  5. Show Star pictures putting side by side candid shots and those that have been professionally taken.
  6. Show the airbrushing website and allow some time to show students several examples.
  7. Show the Dove Ad Campaign and allow for discussion time
  8. Show slides demonstrating how a product can be the same, but targeted to a younger audience.

9. Now it is the classes turn to help show their knowledge. Have each group of four or five students take a food ad and put together the following information to be presented to the class. They should discuss the purpose of the ad and recreate it to share all true information. They will recreate the ad using butcher paper and markers.
  - A. What is the ad selling?
  - B. What strategy is used to help sell the product?
  - C. How have you recreated the ad to present the truth?
10. Create a designated space for groups to display their ads.

**Conclusion:**

Ask students to share how it makes them feel about being targeted and manipulated with these tactics. Does it change their opinion on buying certain products?