

WINNING US OVER: FOOD MARKETING AND FOOD CHOICE



Module 1 Student Handouts

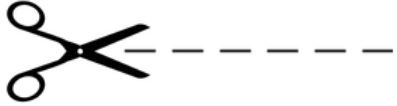
Instructions: It is easiest to print this document **double-sided**. Print 1 copy for every 2 students in your class. Individually cut out the Brand Recognition Images from pages 2-5 into card decks. Each student group should get 1 deck (including images A-T).



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ACTIVITY #1: BRAND RECOGNITION IMAGE CARDS

Logos A-H



A



B



C



D



E



F



G



H



Brand Recognition Images (Logos) A-H back intentionally blank

I



J



K



L



M



N



O



P



Q



R



S



T



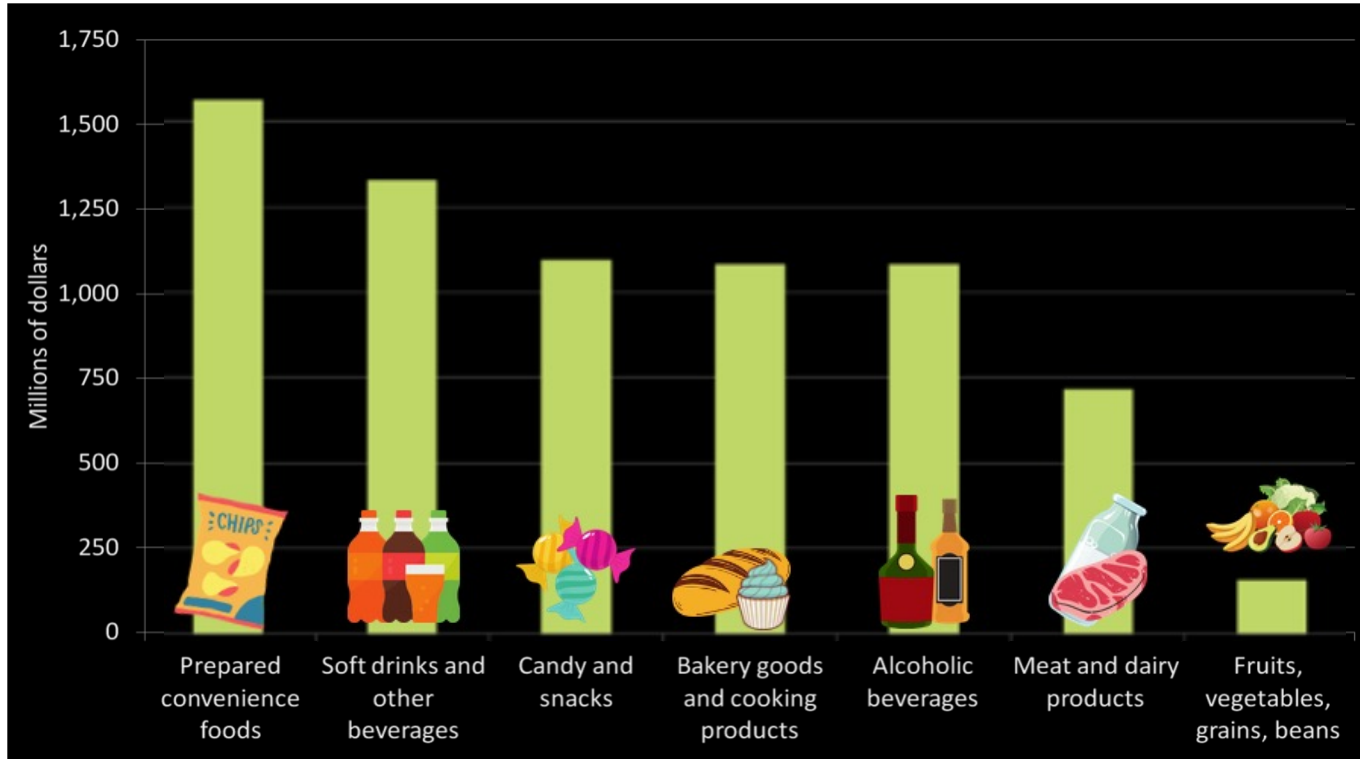
Brand Recognition Images (Logos) I-T back
intentionally blank

ACTIVITY #2: INVESTIGATING THE AD DOLLAR

View the following graphics as you work through this activity.

1. US Food Advertising Spending
2. Fast Food Advertising Graphic
3. Hours of Fast Food Ads Per Year Watched by Children

US Food Advertising Spending

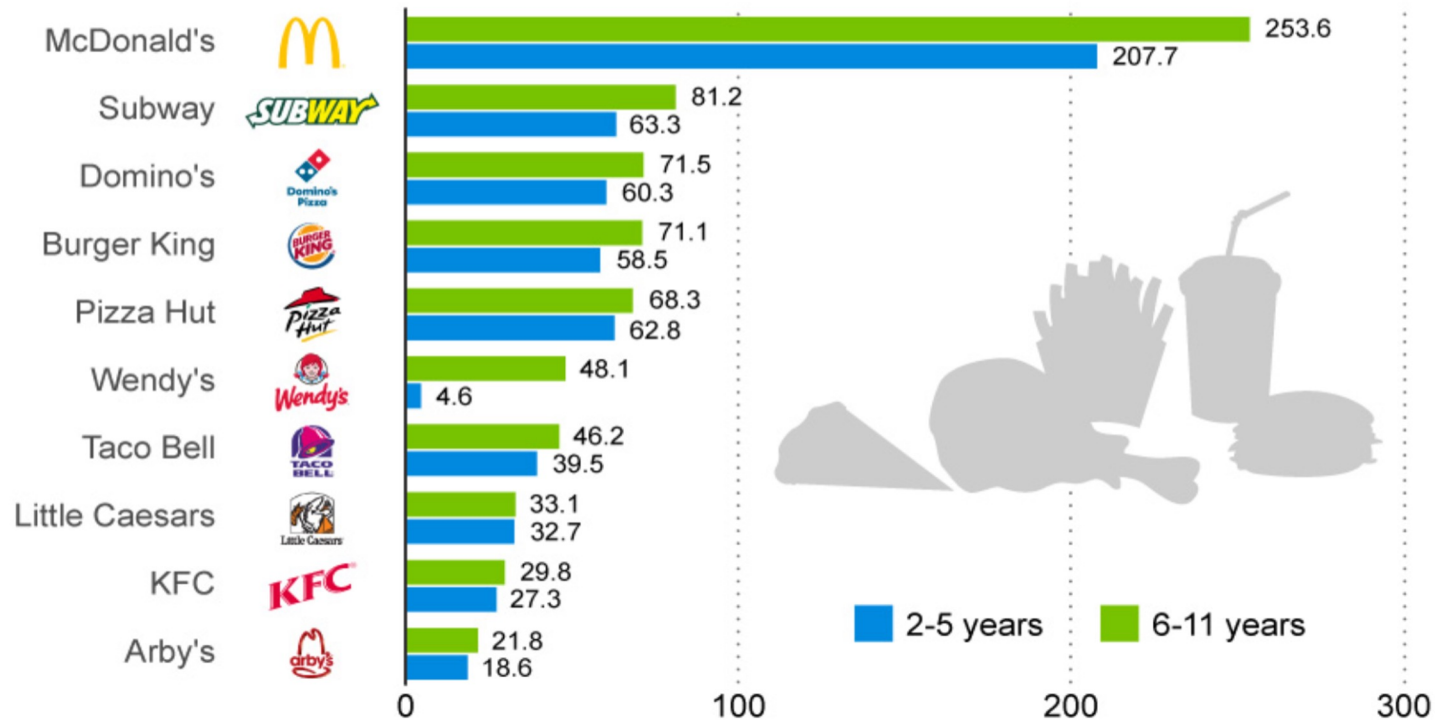


Annual spending by U.S. food and beverage manufacturers on advertising in 1997 (the last year industry-wide data were openly available); Source: Gallo A. Food Advertising in the United States. In: America's Eating Habits Changes and Consequences. USDA Economic Research Service; 1999:173-180. Image Adapted from Foodspan.



U.S. Kids Watch Hundreds of Fast Food Ads Per Year

Fast food brands most advertised to U.S. children aged 2-11 (average # of ads viewed in 2012)



Source: Nielsen, Yale Rudd Center for Food Policy, as shown in *The Media Does Not Have My Mind* by Soul Fire Farm

ACTIVITY #3: STRATEGY SLEUTHS

Discussion Questions:

- Who is this ad intended for?
- What strategies are the advertisers using to appeal to their audience?
- How effective do you think the ad is in selling the product?