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91471



Draw a cross through the box (X) if you have NOT written in this booklet

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Mana Tohu Mātauranga o Aotearoa  
New Zealand Qualifications Authority

## Level 3 Home Economics 2023

### 91471 Analyse the influences of food advertising on well-being

Credits: Four

Achievement	Achievement with Merit	Achievement with Excellence
Analyse the influences of food advertising on well-being.	Analyse, in depth, the influences of food advertising on well-being.	Analyse comprehensively the influences of food advertising on well-being.

Check that the National Student Number (NSN) on your admission slip is the same as the number at the top of this page.

**You should attempt ALL parts of the question in this booklet.**

Pull out Resource Booklet 91471R from the centre of this booklet.

If you need more room for any answer, use the extra space provided at the back of this booklet.

Check that this booklet has pages 2–8 in the correct order and that none of these pages is blank.

Do not write in any cross-hatched area (X). This area will be cut off when the booklet is marked.

**YOU MUST HAND THIS BOOKLET TO THE SUPERVISOR AT THE END OF THE EXAMINATION.**

Merit

TOTAL 06

## INSTRUCTIONS

Study all three advertisements in **Resource Booklet 91471R** and choose ONE to answer ALL parts of the question in this booklet. Use your chosen advertisement, as well as your own nutritional knowledge and understanding, to analyse how food advertising influences food choices and well-being.

The table below identifies advertising techniques used in each advertisement. Choose ONE advertisement to answer ALL parts of the question.

Advertisement	Tick ONE (✓)	Technique (1)	Technique (2)
<b>CeresOrganics Quinoa</b>	<input checked="" type="checkbox"/>	Projecting an environmentally responsible image	Linking food products or brands to a particular lifestyle
<b>Herbalife Nutritional Shake Mix</b>	<input type="checkbox"/>	Using nutrition information to gain credibility	Implying meal preparation and cooking are difficult and time consuming
<b>Tip Top Super Vege Bread</b>	<input type="checkbox"/>	Offering promotional deals to purchasers	Using nutrition information to gain credibility

## QUESTION

Analyse the influence of food advertising on people's food choices and well-being by answering the following parts.

- (a) Describe how advertising techniques (1) and (2) **from the table above** have been used in your chosen advertisement.

Technique (1): The technique projecting an environmentally responsible image is used in the advertisement through the use of the words "organically and sustainably grown." As well as the use of grass and dirt and the words "new compostable pack."

Technique (2): The advertisement links the quinoa to a particular lifestyle through the use of the words "All new home compostable pack" and "Ecosocial fairtrade." This links to the lifestyle of people wanting to be environmentally friendly / aware.



- (b) For each of the two techniques that you described in part (a), describe TWO explicit features used in your chosen advertisement, and discuss how these features convey implicit messages.

*environment*  
Technique (1)

Explicit feature (1): The claim "Now you see me, now you don't" and the claim "organically and sustainably grown."

Implicit message: These claims imply that by consuming this item (quinoa) you will be environmentally responsible as the advertisement shows the quinoa packet turning into compost, implied by the claim, "now you see me, now you don't." The claim "organically and sustainably grown" implies that by buying this product you are supporting sustainable produced crops and well as organic crops, which is environmentally sustainable.

Explicit feature (2): "All new home compostable pack"

Implicit message: This claim implies that by using this product you will be able to compost the packaging straight from home, and carry this environmentally friendly image with you. It also implies that the company is environmentally responsible as it shows they took time to provide compostable packaging. Shows they are environmentally aware.

Part (b) continues on the following page. ➤



## lifestyle Technique (2)

Explicit feature (1): "Ecosocial Fairtrade"

Implicit message: This claim implies that the product is "clean" and good for the environment and the Earth. As having an Ecosocial Fairtrade imply they do not contain bad chemicals that are harmful to the environment as well as which makes people wanting to live a lifestyle of clean eating and environmentally friendliness intrigued to buy.

Explicit feature (2):

"Put me in your garden when I'm empty and I'll help your garden grow"

Implicit message: This <sup>claim</sup> implies that by consuming this product you are feeding your garden and helping your plants grow. People wanting to live a clean and environmentally friendly lifestyle might feel linked or connected to this, as being given the option to feed their garden (clean living) would be desirable. As people who have gardens often live lifestyles of clean eating, free from bad chemicals and processed foods.



- (c) Explain how your chosen advertisement targets a specific group (or groups) of people and appeals to their emotions.

The quinoa advertisements targets specific groups of people wanting to be environmentally responsible by having compostable packaging which can be used on their gardens. This advertisement appeals to people emotions as seeing the compostable packaging as well as the claim "organically and sustainably grown" people feel proud to be purchasing an item like this and happy to be supporting this company.

- (d) Considering parts (a) to (c), analyse how the advertising techniques might influence a person to buy the product and how it could affect their well-being.

The advertising technique around providing an environmentally responsible image may influence someone to buy the product as it aligns with their values of around the environment. If they are influenced to buy this product, this could positively affect their mental wellbeing as they feel happy to be buying a product that aligns with their values. It would also positively affect their ~~mental~~ physical wellbeing as they have compost to help feed their garden so they are more inclined to eat healthy foods such as vegetables grown in their garden, meaning they have a more nutritious diet. If the advertisement influences people who want to live an environmentally conscious lifestyle as it aligns with their values. If they were to buy the product they would be happy to buy a product aligning with their values as well as peace of mind knowing they are not causing serious harm to the environment with their eating choices.

Complete Part (e) on the following page. ➤



(e) Challenge the messages conveyed by the techniques in your chosen advertisement.

In your answer, consider:

- the credibility of the information
- the well-being of New Zealand society.

The credibility of the composting packaging is unknown. There are no links to show proof of the packet turning to compost so it is unknown if it actually does its job. The packet is certified by Bio Gro Organic so you can look up this certifier to see how credible the brand is. The advertisement also says "This gumia is fairly building our global communities. This claim is hard to prove as it is hard to know if communities are being built by this brand.

The wellbeing of New Zealand Society is improved by this advertisement as it is promoting composting and gardening which is good for the environment as well as people's mental/physical wellbeing. By promoting gardening they are promoting healthy eating which is needed in NZ as we have very high obesity rates. Also by being an environmentally friendly product the product is not significantly harming NZ waterways, air or land through the making of this product which is good for the wellbeing of NZ Society. Also any harm they do cause may be made up for by the composting of their product to produce healthy food for NZers to consume.

## Merit

**Subject:** Home Economics

**Standard:** 91471

**Total score:** 06

Q	Grade score	Marker commentary
One	M6	<p>The candidate has demonstrated an understanding of how advertising techniques influence people's food choices, using examples from the resource material effectively and making clear links between all parts, resulting in a response that has a clear, logical flow.</p> <p>The candidate has demonstrated an understanding of the influences of food choices on well-being, discussing how the messages in the advertisement may impact on physical, mental, emotional, and spiritual well-being.</p> <p>While the candidate attempts to challenge the credibility of the messages about nutrition and environment, the response lacks depth, and there are no connections made with societal well-being, resulting in a grade of M6.</p>