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91471



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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 (). 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.

Achievement

TOTAL 04

Make sure you have the paper **Resource Booklet 91471R**.

INSTRUCTIONS

Study all three advertisements in **Resource Booklet 91471R** and choose ONE to answer ALL parts of the question below. 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	Technique (1)	Technique (2)
CeresOrganics Quinoa	Projecting an environmentally responsible image	Linking food products or brands to a particular lifestyle
Herbalife Nutritional Shake Mix	Using nutrition information to gain credibility	Implying meal preparation and cooking are difficult and time consuming
Tip Top Super Vege Bread	Offering promotional deals to purchasers	Using nutrition information to gain credibility

Choose ONE advertisement: Tip Top

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):

B *I* U |

Tip top have use the technique of Offering promotional deals to purchasers as an advertising technique, they have done this by offering that you could be in to win \$500 dollers every day

Technique (2):

B *I* U |

Tip top have used the technique of Using nutrition information to gain credibility, they have done this in there advertisment by making it clear that there is 20% of vegetables in every slice.

- (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.

Technique (1)

Explicit feature (1):

advertising a chance of winning \$500 everyday

Explicit feature (2):

Make back to school super be in to win

Implicit message (1):

B *I* U |

They have made this product more appealing to customers due to them been able to have a chance of getting something back from the company, so they keep buying the product in thinking that they will win the money at some point

Implicit message (2):

B *I* U |

Kids will want there parents to buy this product for them as they could get the \$500 to be able to spend on new school supply for them which is stated in the advertisment "make back to school super"

Technique (2)

Explicit feature (1):

The 20% vegetables in every slice

Explicit feature (2):

Using the word super vege

Implicit message (1):

That if you eat this bread you are basically eating vegetables

Implicit message (2):

using the word super before vege makes it sound that the veggies that are in this product are really good for you

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

Tip top have marketed this advertisement towards children, they have done this by using fun pictures of vegetables with faces on them and supermen capes as well as saying "super bege for super kids". This draws attention to the children when they go shopping with there parents and it makes them want to buy this bread instead of the plain tip top bread, beacuse this looks more fun to eat and young children may even belive if they eat this bread they could be a super hero. This product is not only marketed for the children but also the parent who are buying this product, they would think that they are giving there child a more heathy substuite to normal bread as it states on the pakage that it have 20% of veggies per slice. The parent want an easy way of getting veggies into there children so having a product that has fun pictures on it and is also heathy draws there attention to it aswell as they want the best for there children.

(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.

Parent are the ones who are buying there product for there children, using the advertisment technequies of Offering promotional deals to purchasers and Using nutrition information to gain credibility have a big impact on the buyer, with tip top offering a promotional deal it draws new customors into buying there product as they may have a chance at winning the \$500 prize as well as this money may help some familys that are struggling as tiptop bread is one of the cheaper brands of bread it may mean that someone who does not have as much money may end up winning and will help them emotionally and physically. It also makes the children want to buy this product as what kid dosnt want a large sum of money to splerg on lollies so them making there parents buy this product to make them happy beacuse the child may think they will win the prize money. Tip top using nutrition infomation to gain credibilty means that is makes parents want to buy this for there product from them as the belive that they are feeding there child a better alternative that is heathier than there every day bread, it also means parents may buy this product for that more fussy child that they have at home to insure there child is getting a daily dose of veggies because what kid dosnt like some bread with some clasic marmite and butter. They have used the word SUPER VEGE this makes the product come across as heathier than just eating a normal veggie as super means that it is the best out of them all. Parents buying this product feel at ease and happy and relived that there child is eatting this product as they are getting the nutrition they need.

(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.

Offering promotional deals to purchasers	Using nutrition information to gain credibility
<p>How many people do you know that have won a promotional deal like this in your life, I can say that have never head of anyone winning something like this and out of all the people who buy the trusty tip top bread i have never heard of anyone winning. So how do we know that people are actually winning this it says you can win \$500 every day but is someone actually reciving this money, would you be better of buying the even cheaper bread like pams which is not as good quility and saving the money which over time may mean you end up saving the \$500. So is buying into these deals is it us just been nieve and that there isnt really a chance of us winning that \$500 and we are just buying into what tip top wanted us to do so they would get more customers. This could affect the well being of Nz society as new zealanders might feel a partrail from one of new zealands trusted brands.</p> <p>On this packaging there is not really that much nutritional infomation other than 20% vegetables in every slice and the words SUPER VEGE, but how do we really know there is the 20% of vegetables in every slice and if there is does it taste anygood beacuse if it was to taste like normal bread they would of had to add many bad ingredients into the product to make it someone what like noraml bread, aswell as these veggies need to have preservatives in them to keep the bread freash, so is eatting this any better than juist eatting a normal slice of brown bread, this packaging does include that there is no artifiial flavours and colours but its in very small writting and you would hope that bread didn't. Due to this bread having a pale colour that almost looks like white bread that would mean the grain that has been used in the bread has been bleached and all of the goodness has been bleached out which would make it almost the same as eatting white bread but with the side bonus of a little bit of veggies included. This bread could affect the well being of new zealand because it may be making them belive that this is better than regular bread, children may be mad beacuse there bread is an odd colour i know if my bread was green i would think it was mouldy, parents also could not hide the fact that this is not just normal bread due to the diss colouration of it.</p>	

Achievement

Subject: Home Economics

Standard: 91471

Total score: 04

Q	Grade score	Marker commentary
One	A4	<p>The candidate has demonstrated an understanding of advertising techniques by describing explicit features. While there is an attempt to interpret the implicit messages of these, it lacks depth of discussion.</p> <p>The candidate was able to describe the impacts of food advertising on physical, mental, and emotional well-being.</p>