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# 3

91471



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NEW ZEALAND QUALIFICATIONS AUTHORITY  
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KIA NOHO TAKATŪ KI TŌ ĀMUA AO!

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## Level 3 Home Economics 2022

### 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 2–7 in the correct order and that none of these pages is blank.

Do not write in any cross-hatched area (XXXX). This area may 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**

ASSESSOR'S USE ONLY

### 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 the question.

Advertisement	Tick ONE (✓)	Technique (1)	Technique (2)
MOO Chews	<input type="checkbox"/>	Uses nutrition information to gain credibility	Links food products or brands to a particular lifestyle
KFC Magnum Box Meal	<input type="checkbox"/>	Offers promotional deals to purchasers	Implies that meal preparation and cooking are time consuming and difficult
Chantal Organics Granola	<input checked="" type="checkbox"/>	Projects an environmentally responsible image	Uses 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): this technique has been used through the use of the words 'organic', and the mention of "unleashing the genius of nature for a healthy you and healthy planet", as these statements tell us this product/producer <sup>has</sup> taken the environment into consideration with the production of this granola

Technique (2):

This advertisement has also used nutritional information to gain credibility through the "free from preservatives, GMOs and synthetic pesticides", and the "4.5g fibre and wholegrain breakfast" mentioned on the packaging.



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

#### Technique (1)

Explicit feature (1): The brand name "Chantal organics", and image of a tree.

Implicit message: This explicit feature implies that this product has been produced in an environmentally conscious manner, as people see the tree and the word organic and are reminded of nature, which correlates with the environment. <sup>Implying by buying this, they are helping with sustainability.</sup>

Explicit feature (2): The Claim, "healthy planet", ~~and~~

Implicit message: This explicit feature implies that the production of this item has no harsh side effects / contributions to things killing our planet, such as global warming / climate change.

#### Technique (2)

Explicit feature (1): The claim, "Free from preservatives, GMOs and synthetic pesticides."

Implicit message: ~~Most consumers may not know~~ This implies that this product is a healthy choice as it is implying it does not have any "bad stuff" or "unhealthy ingredients" in it, implying it is a better choice if trying to fulfill a healthy lifestyle.

Explicit feature (2):

The "5.2g fibre" and "8.3g protein" on the Swiss bircher muesli

Implicit message: This implies that this product alone can ~~not~~ be consumed as a whole, balanced meal as it contains well known ~~main~~ nutrients that people associate with a balanced meal (think of 'healthy <sup>meal</sup> plate' where it has fibre & protein as main components).



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

← This advertisement appeals to individuals <sup>organic</sup> trying / leading on healthy, lifestyle as seen through the words organic, and the fact the products contain foods many "health junkies" would usually choose such as sunflower seeds, chia seeds, oats, almonds, cashews and etc. This also then appeals to their emotions as the pale blue colour induces a feeling of calm, and the claims <sup>7 claims relating to the environment</sup> "food you can feel good about",

- (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.

These advertising techniques are used to appeal to the groups of people they are targeted towards (environmentally & health conscious people). For example, the claim <sup>on the ad</sup> "food you can feel good about", and the nutritional claims as well as the words organic and tree image on the individual packaging would make this product more intriguing to these people than say a cereal like fruit loops (high sugar, bright intense packaging → not associated with good health). Therefore, influencing these people to choose this product over others as they can tell from the claims that it better aligns with their values / beliefs (the consumers value their health and the protection of the environment). This could <sup>then</sup> effect the consumers well being, as they when purchasing this item they knew they are sticking to their morals, positively effecting their emotional wellbeing. The idea that they are also putting healthier foods into their bodies may then also positively



(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.

Technique 1:

It could be challenged that this product is not quite as good for the environment as the packaging / advertisement suggests. It would be assumed that this product was produced in a factory, and with this then comes the release of greenhouse gasses through things such as operating machinery and transportation, which in reality is not good for / is not environmentally conscious. It would be much easier for the consumer, and much better for the environment if the consumer were to make this for themselves. Granola is an easy product to make and things such as recipes can be found online, and ingredients could be purchased from local supermarkets or "fill your own" stores (e.g. bin inn), which are coming much more popular nowadays, and can be found in most towns / cities throughout NZ. This would reduce waste, and if bought locally would <sup>be</sup> greatly different ~~reduce things such as greenhouses~~ from <sup>the</sup> quantities of greenhouse gasses it takes to manufacture this product. This <sup>in turn</sup> would be better for the NZ environment, ~~which~~ <sup>and</sup> would help our society move into a more eco-conscious direction, which would make our society feel better about ourselves as we would be making smarter decisions (assuming multiple people made this



Extra space if required.

Write the question number(s) if applicable.

QUESTION  
NUMBER

c) makes the consumer feel better about their purchase as it tells them they do not need to feel guilty (as this is healthy), and boosts people's spirits as if they then buy this they will likely feel good / at peace with their choice because they also believe they are doing good by their health and the environment.

d) effect their physical wellbeing better than say, fruit loops would as they are gaining more nutrients through the nuts seeds and oats this product has. And evidently, people feel better when they assume they are making a responsible decision, as the packaging implies.

e) little change. It would also would likely be more economical if NZ'ers were to make their own, as they could save money by buying in bulk and making large batches.

Technique 2:

It could also be challenged that this product is not as healthy as it claims. Pre-made granolas and cereals often have high amounts of added sugars, which if consumed in too high of portions consistently can actually lead to disease such as obesity (which does not align with a 'health conscious' lifestyle<sup>4</sup>). You could



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very easily, again, make your own granola, as then you can control things such as sugar content and total calories by choosing your own ingredients. These granolas would also likely be consumed with, for example, yogurt, which would contribute to sugar content ~~also~~ making it less healthy than assumed. Things such as wholegrains and fibre would also be ~~as~~ easily achieved through making your own, as these are found in things such as oats, which are a base for almost all granolas (and are cheap to buy). You can also get ~~the~~ ~~nut~~ things such as protein through the ingredients (nuts) and additives such as Greek yogurt you ~~would~~ could add which is high in protein and prebiotics, and low in sugar. Making your own is always a healthier option, as you can make decisions suited to your needs and desires, (if responsible), which in turn has positive effects on physical wellbeing. If more NZers did this, they would be making a more health conscious <sup>other</sup> choice, which is better for their physical wellbeing and not to mention the benefits associated with making your own as mentioned in technique one. The taste would also be similar with your own. So would still be

## Merit Exemplar 2023

Subject	L3 Home Economics		Standard	91471	Total score	06
Q	Grade score	Annotation				
1	06	<p>The candidate shows understanding of how advertising techniques influence people's food choices, by using examples from the resource material effectively and making clear links between parts (a) to (e) so their response has a clear, logical flow.</p> <p>The candidate shows understanding of the influences of food choices on well-being, and discusses how the messages in the advertisement will impact physical, mental &amp; emotional, and spiritual well-being.</p> <p>While the candidate attempts to challenge the credibility of the nutrition and environment messages, a higher grade may have been achieved with more depth, and connections to societal well-being.</p>				