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91471



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NEW ZEALAND QUALIFICATIONS AUTHORITY
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QUALIFY FOR THE FUTURE WORLD
KIA NOHO TAKATŪ KI TŌ ĀMUA AO!

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Tick this box if you
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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.

Excellence

TOTAL

07

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): The use of the word 'organic' and the 'NZ owned' slogans - "NZ owned & certified organic"; "Free from preservatives, GMO's and synthetic pesticides"; "unleashing the genius of nature for a healthy you & healthy planet." all imply that this product is good for the planet & environmentally responsible.

Technique (2): The labeling of the fibre per serving (e.g. 3.5g fibre, 4.3g fibre per serving), the including of ~~nutritional~~ nutritional information on the front of the packaging (e.g. sulphate free). Both these techniques are used in an attempt to use the nutritional information to gain credibility.

- (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) → environmentally healthy

Explicit feature (1): "Unleashing the genius of nature for a healthy you & healthy planet."

Implicit message: This slogan implies that this product is not only good for the consumer, but also beneficial for the environment and the wider society. This could make consumers want to buy it → to feel good.

Explicit feature (2): "NZ owned & certified organic"

Implicit message: This slogan tells the consumer that by purchasing the product they are supporting their local farmers and their country as a whole. This makes the consumer feel more environmentally responsible.

Technique (2) → Nutritional info → credibility.

Explicit feature (1): 8.3g protein (on label on the Organic Swiss Bircher Muesli package. (green package)

Implicit message: By stating the amount of protein the Muesli contains in an area that is highly likely to be seen by the consumers, the advertisement implies that the Muesli has a high content of protein and consumers will likely ^{extra 3pts} buy it.

Explicit feature (2): "sulphite free" label on the packaging of the red, pink, yellow and green products.

Implicit message: By confidently displaying that the product is "sulphite free" it implies that sulphite is unhealthy and something that should be avoided. Therefore the consumer is more likely to purchase said product, as it is "sulphite free".

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

This advertisement appeals to people that are environmentally friendly and strive to improve the health / sustainability of our planet. This is done through the ads use of environmentally responsible slogans such as, "unleashing the genius of nature for a healthy you & healthy planet." This appeals to the previously mentioned group of people's desire to help the planet. This brand's advertisement

*extra space

- (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 advertisement techniques that allows the brand to project an environmentally responsible image such as, the use of the word "organic" and the use of slogans like, "Unleashing the genius of nature for a healthy you & healthy planet", "NZ owned & certified organic", both influence people to buy the products and has an effect on their well-being. The groups of people mentioned in (question c) are likely to be influenced in favour of buying the product because they are led to believe that by purchasing the product, they are not only improving their health, but the health of the earth as well. Therefore they are more likely to buy the product as its statements on the packaging and the advertisement align with their morals and beliefs. The advertisement technique of listing nutritional information on the packaging to gain credibility influences the targeted group discussed in (question c) to buy the product as they are more knowledgeable regarding

(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.

This is The advertisement's techniques used in the promotion of the Chantal Organics Granola affect the New Zealand society's well-being in various ways. The use of the slogans and words that promote ~~an~~ an environmentally sustainable & responsible lifestyle such as, "unleashing the genius of nature for a healthy you & healthy planet", "NZ owned, & certified organic". These two examples ~~used~~ could potentially result in more New Zealanders becoming more environmentally aware & responsible. This leads to more New Zealanders potentially purchasing products like the NZ-grown Chantal organic granola. This ultimately boosts New Zealand local businesses as well as improving the needs & emotions of some New Zealanders as they are living a more sustainable lifestyle which ensures the longevity of the planet for the future generations of New Zealanders as well as improving the quality of life for New Zealanders because of there being more support for locally grown produce. The labeling of nutritional information on the packaging results in NZ consumers feeling healthier as they believe that they live a healthy lifestyle with a healthy diet. This is also likely to increase the activeness/fitness of the consumer which leaves them in a physically healthier state. The combination of these leads to a healthier, happier society which is more environmentally aware. The information provided could be misleading though. Although the protein amount is listed,

Extra space if required.

Write the question number(s) if applicable.

QUESTION
NUMBER

Question(b) - Technique 2 - implicit message!

* knew that protein is a nutrient that is healthy and essential for a healthy body. Therefore the consumer is more likely to buy the product that displays its protein contents, compared to a brand that doesn't. This is because the displaying of nutritional information like that is used to portray that the brand is healthier than its competition that might not display their nutritional information.

Question(c)

could also appeal to people that are slightly more knowledgeable regarding nutrition and nutritional information. This group of people is more likely to better understand the importance of protein/fibre and the negative effects of sulphur sulphite so therefore they have a greater understanding of the product which makes them influenced by the ad as they could be more likely to purchase the product.

Question(d)

The importance of having fibre and protein in a diet as well as it being likely that they are more aware of the health-hindering effects caused by sulphite. Therefore they are more likely to purchase the product as it boldly displays the nutritional information and

Extra space if required.

Write the question number(s) if applicable.

QUESTION
NUMBER

Both of these techniques could improve the consumers mood, the environmentally friendly group is happier as they believe that they are helping the planet. The nutritionally aware group is happier/content with their purchase as they are assured that the product they just bought is healthy for them. Organic alternatives to foods can often be expensive, this means that purchasing this product could leave the consumer less financially stable, this ~~not~~ could potentially result in the consumer not having money for other things that they enjoy partaking in e.g. gym memberships which could ultimately leave the consumer less active/fat; hobbies with friends, this could leave the consumer feeling sad and socially isolated at times. The large text font at the centre of the advertisement saying, "Food you can feel good about." This implies that by purchasing this product, the consumer should feel good/happy as they are not only improving their own health, but the health of the planet. This is a technique that is likely to be resulting in the consumer feeling better about themselves after purchasing the product.

Question (c) → what isn't listed is the amount of protein the consumer will get per serving. This could lead to the consumer intaking less protein than originally thought. It is also possible that the statement of ~~providing~~ this product resulting in a "healthier planet"

Excellence Exemplar 2023

Subject	L3 Home Economics		Standard	91471	Total score	07
Q	Grade score	Annotation				
1	07	<p>The candidate shows understanding of the influences of food choices on well-being, by discussing how the messages in the advertisement will impact physical, mental & emotional, and spiritual well-being.</p> <p>The candidate has constructed a robust challenge to the environmentally responsible messages the <i>Chantal Organics</i> advertisement conveys. The credibility of the message is questioned, and the impact on New Zealand societal well-being is discussed. While the credibility of the nutrition content of the Granola is questioned, and a link made with a health issue, a grade of 08 could have been achieved if the impact on societal well-being was fully explored.</p>				