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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.**

Excellence

TOTAL 08

# Page 1

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)
<b>CeresOrganics Quinoa</b>	Projecting an environmentally responsible image	Linking food products or brands to a particular lifestyle
<b>Herbalife Nutritional Shake Mix</b>	Using nutrition information to gain credibility	Implying meal preparation and cooking are difficult and time consuming
<b>Tip Top Super Vege Bread</b>	Offering promotional deals to purchasers	Using nutrition information to gain credibility

Choose ONE advertisement: Herbalife

## 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 advertising technique of using nutrition information to gain credibility is used throughout the advertisement to convince consumers it is a healthy product that will benefit their health if they purchase. This is shown through the use of statements like "19g protein", "205 calories", "packed with minerals and vitamins".

### **Technique (2):**

The advertising technique of implying meal preparation and cooking are difficult and time consuming is used throughout the advertisement to convince consumers that this is a convenient time-saving product they need in their busy lives. This is shown through the photo of the drink and the statement "meal replacement and protein supplements combined".

(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):**

"Formula 1 Nutritional Shake Mix has been scientifically developed to provide a balanced source of healthy nutrition packed with vitamins and minerals, protein and fibre." Explicitly shows that the drink is balanced with many nutrients such as vitamins, minerals, protein and fibre.

#### **Implicit message (1):**

This implies that the product is healthy. It implies that by buying and consuming this product, you are fulfilling a healthy, balanced diet. It also implies that in order to ensure you are consuming the nutrients your body needs you need to buy this product, if you don't you could be missing out on important, necessary nutrients.

#### **Explicit feature (2):**

"205 calories" Explicitly shows that a serving of the drink contains 205 calories

#### **Implicit message (2):**

This implies that the product is low in calories and healthy. It implies that by buying and consuming this product, not only are you consuming something healthy, you are consuming something low in calories which is better than other products that have more than '205 calories'.

### **Technique (2)**

**Explicit feature (1):** Photo of milk pouring into the drink on powder container packaging. Explicitly shows that this is what the drink will look like.

**Implicit message (1):** This implies that the drink will look like that instantly, as soon as you add milk to the powder. It implies that a drink like that usually takes time as you have to combine many ingredients in a blender, but this product becomes that drink as soon as the powder is mixed with milk, therefore implying it is better than other products that require preparation. It also implies that the drink will be ready and taste good in a matter of seconds.

**Explicit feature (2):** "Meal replacement and protein supplements combined" Explicitly shows that the drink is both able to replace a meal and be a supplement for protein.

**Implicit message (2):** Implies that when purchasing and consuming this product, you no longer have to spend time cooking and preparing a meal. It also implies that this supplies you with all the protein you need in your diet and that you don't need to waste time worrying about getting enough protein in your diet.

(c)

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

This advertisement targets people who live busy lives and lack time to prepare meals etc. It also targets people who are both busy and want to eat a healthy diet. This is shown through the use of "Meal replacement and protein supplements combined" as it will convince busy people that if they have this they can save time and no longer need to cook a meal or eat other products high in protein, because this drink has all they need. The use of this statement can also manipulate busy athletes that they need the product, as they may be on a rush to training and need something instant and nutritious to get them through the training, and this drink seems like an easy, nutritious option. It also targets busy people through the use of the photo of milk being poured into the drink on the packaging of the product. This is because it implies that they just have to spend a few seconds pouring milk into a glass with the powder and their replacement meal packed with protein is all ready to go, suggesting they don't have to waste time cooking a meal with protein such as cooking foods like eggs, beef, etc. This advertisement will also appeal to busy people who want to eat healthier. By stating "Formula 1 Nutritional Shake Mix has been scientifically developed to provide a balanced source of healthy nutrition packed with vitamins and minerals, protein and fibre." followed with "We make every calorie count with essential nutrients to help you achieve your goals." people who want to eat healthy but are also very busy feel happy and motivated that a product is available to them which is both convenient to them and nutritious. Stating it can help you achieve your goals motivates them with the idea that when consuming this product, they can do anything they aspire to do. This makes them feel motivated and happy. As people who value their health, it is important to them to ensure they fuel their body with necessary nutrients. The statement ""Formula 1 Nutritional Shake Mix has been scientifically developed to provide a balanced source of healthy nutrition packed with vitamins and minerals, protein and fibre." makes them happy as they believe they are following their values and healthy-eating goals, consuming this product, because it is 'packed' with essential nutrients like vitamins, minerals, protein and fibre. The happiness associated with the idea of the people with busy lives consuming a healthy and convenient product is further shown with the statement "205 calories". This is because, it convinces them that not only does the product come with everything they want; convenience and important nutrients, it is also low in calories. It manipulates them into believing that this product is low in calories and that having this product with only '205 calories' is better than another product which may also be packed with nutrients, because it may have more calories than this drink.

(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 of "Formula 1 Nutritional Shake Mix has been scientifically developed to provide a balanced source of healthy nutrition packed with vitamins and minerals, protein and fibre." along with the statement "Meal replacement and protein supplements combined" convinces busy, health conscious people to buy the product. This is because it convinces them that the product not only saves them time and is convenient, but also contains healthy, important nutrients they need in their diet to follow a nutritious diet. They are also convinced with this that because it states "205 calories" it is also low in calories. It manipulates them to believe this product is better than other products because it only has 205 calories while also being packed with nutrients, leading them to believe that other products might not have as many nutrients or as little calories. These busy, health-conscious people consuming the product are consuming '19g protein'. This is important for the body as it helps with muscle growth and repair throughout the body (taha tinana). Furthermore, the product also contains fibre, which keeps our digestive system running smoothly, by promoting regular bowel movements and preventing constipation (taha tinana). The statements of "205 calories", "meal replacement and protein supplements combined" and "Formula 1 Nutritional Shake Mix has been scientifically developed to provide a balanced source of healthy nutrition packed with vitamins and minerals, protein and fibre." provide busy people who aspire to eat healthy with a sense of pride and achievement (taha wairua). This is because, these statements convince them that by consuming this product, they are following their values and goals of eating a nutritious diet and ultimately living a healthy lifestyle (taha wairua). It also makes them feel proud that they have finally found a product that benefits them, having everything they need as the statements state (taha wairua).

The photo of the milk being poured into the drink on the packaging of the powder convinces health-conscious, busy people to buy the product as it implies to them that instantly as they pour the milk into the product, they have their healthy, nutritious drink/meal. It convinces them that their replacement meal which is packed with protein, fibre, vitamins and minerals is all ready to go, with one short, simple pour of milk, unlike normal meals high in these nutrients, which can require an hour of cooking and preparation. It convinces them that is much better than spending time and using skills to cook a meal like cooking beef, eggs, vegetables, a stir fry etc, while also having all the nutrients they need in their diet in one drink too. For busy people who still want to eat a nutritious, balanced diet, consuming this product makes them happy (taha hinengaro). It makes them happy that they have finally found something they can have instantly, on the go, that is still healthy and according to statements like "Formula 1 Nutritional Shake Mix has been scientifically developed to provide a balanced source of healthy nutrition packed with vitamins and minerals, protein and fibre." also has nutritional value (taha hinengaro). Furthermore, it reduces their stress of worrying about when they are going to fit in the time to make a meal to meet their dietary needs (taha hinengaro). It also reduces the stress of worrying about what they are going to eat in the short time they have in their filled, busy, schedule or how they will eat, as they could easily consume the drink on their walk or drive to work, training, school etc.

In terms of a taha whanua perspective, the product has no positive impact on the individual in this way. This is because it is not a product that you would sit down and drink with your friends and family. Instead, it is something you would rush to consume on the go, whether

that be on the way somewhere, or at home to quickly get on with doing other tasks. This product is not the same as a meal where you would sit down and eat with your friends/family, catching up about the day and bonding. It also is not something you would make together with friends or family, as it only takes a matter of seconds to prepare, you also would not share this product together, you would just drink it from your glass and continue with your day.

(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.

I would challenge the statement "205 calories". This is because while this is implied as a low amount of calories, drinking water instead would provide you with no calories. Furthermore, consuming 205 calories as a drink would not fill you up the same way real food, like a sandwich would. Therefore is it really a 'replacement meal' with '205 calories'? It is likely people will eat something else with this to fill them up. However, eating something else along with this is increasing the amount of food, calories and ultimately energy they are consuming. This can have a negative impact on individuals taha tinana because if they are consuming even more calories to fill themselves up this is further energy. If this energy is not burned off then it is stored as fat which causes weight gain. This can lead to obesity in the future along with obesity related diseases such as type 2 diabetes, heart disease and cancers. This has a negative impact on New Zealand societies well-being because 1/3 of New Zealanders are already obese which is causing a strain on the health system. If even more New Zealanders are admitted to hospital with diet-related, non-communicable diseases, than this puts even more pressure on the health system which can lead to longer wait times in hospitals and fewer available hospital beds. Furthermore it could mean that due to this increased pressure, the government has to spend even more money on the health system. In order to do this they would have to take money out of their budget from other categories such as the New Zealand tourism sector, the education sector etc, which has a huge toll on all New Zealanders. Furthermore, people with type 2 diabetes due to diet may also get further complications like blindness and amputation. If this occurs they may struggle to work, meaning they have to rely on a benefit from the government, resulting in fewer people in New Zealand paying tax.

I would also challenge the credibility of the statement "Meal replacement and protein supplements combined". Is drinking a quick drink really the same as a meal? You aren't going to sit down and drink this with your family/friends like you would a meal. You also likely won't be filled up as much from this like you would be from a meal. Furthermore, this is portrayed as such an amazing, convenient product, but how amazing really is it? New Zealanders who begin to drink this rather than prepare and consume a cooked meal, may begin to lose sensory appreciation for fresh food. If this is passed down to further generations and children, childrens food pallets will begin to change and they may no longer like the taste of fresh, whole foods because they don't taste the same as the flavoured drink. Because of this, this means that these generations may not develop food preparation and cooking skills,

because they can just pour milk in a glass and get all the nutrients they think their body needs.

I would also challenge the statement "Formula 1 Nutritional Shake Mix has been scientifically developed to provide a balanced source of healthy nutrition packed with vitamins and minerals, protein and fibre." This implies the product is healthy, but this drink is not following the food nutrition guidelines of eating a variety of foods from all food groups. It also is not following the food nutrition guideline of eating mainly whole foods that are less processed, as this is a powder condensed with nutrients, which were all processed to get to this state. Along with this the food nutrition guidelines also state you should choose water first when choosing a drink, and eat meals with your family, which you are unlikely to do with this drink. So while this product manipulates consumers into believing it is healthy, the product does not follow 4 of the food nutrition guidelines, so is it really that healthy? Furthermore, this statement does not tell us which vitamins and minerals are in the drink, so we cannot be sure it is providing us with the same variety of vitamins and minerals that a meal filled with foods from a variety of food groups may be packed with. This also means if you are relying on this product for all of your vitamin and mineral needs, you will not know which ones you are lacking in your diet, which could lead to a nutrient deficiency if you miss out on some nutrients and do not consume them in another meal. Along with this, while the advertisement states it has fibre, the advertisement does not state how much fibre it has in it. Therefore, eating another meal and wholefoods may actually have more fibre in them, however the advertisement manipulates consumers to believe this product is the best for getting all the nutrients you need in your diet.

I would also challenge the picture of the milk being poured into the glass on the packaging of the product. This is because this photo implies that as soon as you pour the milk in the drink will be ready and look like this. However, the product is a powder and likely will not magically, instantly dissolve into the milk. It will more than likely clump and the bottom of the glass and need stirring, allowing the powder to dissolve before the drink reaches the state it is in in the picture.

## Excellence

**Subject:** Home Economics

**Standard:** 91471

**Total score:** 08

Q	Grade score	Marker commentary
One	E8	<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, social, and spiritual well-being.</p> <p>The candidate has constructed robust challenges to the messages in the second advertisement, which aims to highlight its superior nutrition and meal replacement features. The credibility of the messages is questioned, and the impact on New Zealand societal well-being is fully explored.</p>