

Assessment Schedule – 2014**Home Economics: Analyse the influences of food advertising on well-being (91471)****Evidence Statement**

*Note: For sample answer material for Question Two, see **Appendix A**.*

Questions One, Two, and Three		
Not Achieved	N0	No response, no relevant evidence.
	N1	Little evidence of understanding of what a feature in an advertisement is.
	N2	Some understanding of how a feature is being used to convey a message. Identifies the feature related to ONE technique used in the advertisement – does not analyse it.
Achievement	A3	Examples given of how ONE or TWO explicit features are used to convey the messages. The use of ONE technique is analysed.
	A4	Examples given of how a wide range of explicit features (text, images, use of colours, graphics) are used to convey the messages. The use of ONE technique is analysed.
Merit	M5	Explains how ONE advertising technique conveys implicit messages in food advertising that influence food choices and well-being.
	M6	Explains how TWO advertising techniques convey implicit messages in food advertising that influence food choices and well-being.
Excellence	E7	Challenges the message conveyed in the food advertisement through reasoned argument related to food choices and well-being.
	E8	Challenges the messages conveyed in the food advertisement through reasoned arguments related to food choices and well-being.

Cut Scores

	Not Achieved	Achievement	Achievement with Merit	Achievement with Excellence
Score range	0 – 7	8 – 12	13 – 18	19 – 24

Appendix A – Question Two: Anchor Fast Start (a)–(c): sample answer material (partial answer only)

- (a) *Techniques used, eg: using role models or high achievers to endorse a product or brand, and targeting a specific group (not limited to these examples)*
- (b) *Features indicating the use of techniques in (a); how and why features convey implicit and explicit messages of advertising*
- (c) *Why advertising approach used and how people’s food choices and well-being are influenced.*

Achievement (Analyse)

This advertisement shows a split image of Lauren Boyle; a current and very successful New Zealand swimmer who has competed at both the Commonwealth and Olympic Games, alongside a Year 9 student, who is the supposedly the “best bomber” in her year group at school. The ad is attempting to link the success of Lauren Boyle with her use of this product and imply that it is an appropriate choice for active teenagers, providing them with nutrients they need to perform well during the day. Most people can relate to a swimmer and the long distances they have to swim while in training and recognise that they need the fuel to sustain them. Further credibility for this product is achieved by the inclusion of the Sport New Zealand logo (Sport New Zealand is an organisation dedicated to helping athletes perform well on the world stage, so their endorsement will therefore carry weight).

This ad is from *NEXT Magazine* and while the image used in it depicts young women, it is really targeting older women (in particular mothers), who are more likely to buy this magazine than younger girls. “Breakfast”, meaning to “break the fast from the last meal”, is commonly understood to be the most important meal of the day, particularly for growing teens. Studies show that students who eat breakfast are better able to concentrate and stay focused on their schoolwork, improving their chances of educational success compared with students who don’t eat breakfast. A mother concerned about her teenager’s learning may see this product as the solution to skipping breakfast. A New Zealand National Nutrition Survey showed that older children 11–14 years old, are less likely to eat breakfast, most often due to a lack of time. This product takes no preparation and can be eaten on the run. Its convenience is very appealing to time-pressured parents and children. Most mothers would perceive milk as a healthy food. The statement “Get them off to a fast start” followed by the mention of the two nutrients, protein and fibre, leads the reader to believe that not only is this food a quick and convenient option, it is nutritious too. It will keep their child alert and more able to concentrate on their schoolwork.

Merit (Analyse, in depth)

The deliberate use of a role model by Anchor in this ad to endorse their product implies two things. Firstly, that Lauren Boyle uses the product, and secondly that FAST START LIQUID BREAKFAST has contributed to her success. By associating the product with Lauren Boyle, the company and the product both appear to be more trustworthy and credible than other brands. People viewing this ad will think that it is a nutritious product that not only encourages teenagers to eat breakfast, but that it can also enhance their performance. Anchor is a well-known New Zealand brand. Their milk and milk products are seen in most supermarkets on a daily basis; the company does not have to make its brand more obvious than it already is, but in order for it stand out from other milk brands, Anchor needs to appear to be more credible and trustworthy. The use of Lauren Boyle is an attempt to do this.

Implying that this product is going to open up opportunities for sporting success is also very appealing to mothers, as what mother doesn't want their child to experience success in the future.

The words "Get them off to a fast start", and the mention of nutrients like fibre and protein, suggest to the reader that the product has special health properties compared to other less convenient breakfast options. The ad works by encouraging mothers to believe that this product is the solution to the problem of their teen skipping breakfast. It also provides them with an opportunity to relieve their guilt about their child's poor eating patterns. Because the main ingredient is likely to be milk, the average mother will believe this is a healthy product. Mothers want to be made to feel good about the food they choose to feed to their families. The mention of a nutrient such as protein lends more weight to the perception that it is a nutritious choice. The ad says everything a mother wants to hear, and so lowers the risk of the purchase for her. This ad makes it OK to give their child this food. However, there are many easy breakfast options such as wheat biscuits, fruit and milk, or a fruit smoothie, which would better provide the protein and fibre a child needs.

Excellence (Analyse comprehensively)

The use of Lauren Boyle as an advocate for Anchor is a deliberate attempt to add credibility to the product and the brand. However, it is likely that Lauren Boyle was paid for the use of her image and we can't even be sure that she uses the product – the ad only implies she does. This makes her endorsement of the product questionable. The product has no more credibility than any other flavoured milk and cereal product available for purchase. In New Zealand, it is common knowledge that athletes need sponsors in order to be able to travel and compete at overseas events. It is likely that Anchor, Sport New Zealand, and Lauren Boyle have some kind of reciprocal agreement in which any endorsements benefit all parties involved.

This ad condones the skipping of breakfast and encourages the selection of a highly processed breakfast food over food prepared from scratch at home. While this product may seem like a good solution to the common problem of teenagers skipping breakfast, in reality it is probably less nutritious, more expensive, and only marginally quicker to prepare than similar home-made options such as a bowl of porridge prepared using a microwave oven. A mother who chooses this product in favour of a home-made breakfast may be made to feel good about her choice, but she is not necessarily modelling healthy eating practices by encouraging breakfast on the run. Breakfast, like any other family meal, is an important family time. Studies show that in families where children sit and eat meals with their parents, the children tend to have better mental health. If chosen, this product may help establish poor eating habits in teens that then carry on into adulthood.

In terms of opening up opportunities for success in the future, this would require a huge leap of faith on the part of the consumer to truly believe that this product can do this. The ad attempts to sell a dream, and people like to dream and hope for a happy future. However, any sensible consumer would see this as nothing more than an attempt to make a very basic food, milk, appear special. It's milk with cereal, which is nothing special – a description you could just as easily apply to a bowl of porridge.