

Assessment Schedule – 2015**Home Economics: Analyse the influences of food advertising on well-being (91471)****Evidence**

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

| 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, and no correct technique is chosen. |
| | N2 | Some understanding of how the feature is being used to convey a message, but only identifies the feature, does not analyse it. |
| Achievement | A3 | Examples given of how ONE or TWO explicit features are used to convey the messages, and the use of ONE technique is analysed. |
| | A4 | Examples given of how a wide range of explicit features are used to convey the messages, and the uses of TWO techniques are analysed. |
| Merit | M5 | Explains how ONE advertising technique conveys implicit messages in food advertising that influence food choices and well-being, or a reasoned challenge that relates to 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 ONE technique in the food advertisement through reasoned, challenged argument related to food choices and well-being. |
| | E8 | Challenges the messages conveyed in TWO techniques in the food advertisement through reasoned, challenged argument 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 – Question One: Nature’s® Fresh Bread (a)–(c): sample answer material (partial answer only)

- (a) *Techniques used: targeting specific groups such as mothers (families) as in the Healthy Food Guide*
- (b) *Using nutritional information to gain credibility (not limited to these examples).*
- (c) *Features indicating the use of techniques in (a); how and why features convey implicit and explicit messages of advertising.*
- (d) *Why advertising approach used, and how people’s food choices and well-being are influenced.*

Achievement (Analyse)

The advertisement shows a smiling, happy child (girl) holding bread as a food choice, so the product is perceived as “healthy”. The girl is not a role model or known to anyone, just a happy, healthy-looking child. The sun is shining on the bread label and the girl has light on her happy, smiling face from being in a room with good, natural lighting. This accentuates the product, and along with the yellow of the packaging, would tug on a mother’s heartstrings. The logo shows children running in grass and sunshine, which reinforces the families’ role in ensuring healthy, happy children. The importance of a healthy environment for children who eat this bread gives the product creditability.

The loaf of bread has been made to look bigger than it actually is in the advertisement, showing good value for money.

The advertisement also invites consumers to find out more details via a Facebook link, which is ‘trendy’ and attractive to mothers. As the advertisement appears in the *Healthy Food Guide*, it is targeting mothers of children who want the best “healthy choice for their child” and “no nasties”. The advertisement implies that consumers have been eating “nasties” without being aware of them, therefore using scare tactics to get consumers to buy this bread, rather than the competitors. This may make consumers scared to eat other types of bread.

The product is still white bread made with flour however so there is definitely sugar in the bread from the cereals that are used.

Merit (Analyse, in depth)

The deliberate use of a “knowledgeable” child looking at the bread product for a school project is implying that the child is gaining knowledge from the bread that she is eating. It makes the bread product look trustworthy and credible compared to other brands. People viewing this advertisement will think that it is a nutritious product and be encouraged to purchase this bread for their children. Mothers want to be made to feel good about the food they choose to feed to their families and the advertisement says everything a mother wants to hear, and so lowers the risk of the purchase for her. This advertisement would make mothers feel like it’s okay to give their child this food. There are many easier options available to mothers, but as bread is a big part of the New Zealand breakfast and lunch food choice, they are looking for the best option to make their children successful.

Nature’s® Fresh is a well-known brand that is easily distinguishable in the bread aisle of any supermarket or dairy. The bread bag states “natural goodness for the whole family” as part of the Natures® Fresh logo, so once the product is purchased for the children, the rest of the family will eat it and prefer it as well.

The mention of the ingredients in the bread lends more weight to the perception that it is a nutritious choice, although the ingredients in the bread are not necessarily “natural”. One of the ingredients is water – does this water have fluoride in it like most of the water in New Zealand, and so is therefore not completely “natural”? Is the salt iodised or plain? To what extent is the oil used “natural” when it has been processed in a factory? Is the flour bleached (it is white flour), or is it soy flour, and how “natural” is this with all the processing that goes on to produce this product? Also, at the end of the day, it is still white bread with no fibre. It might be soft and fluffy, but it is unlikely to be “tasty” until toppings are applied. Plain white bread is usually very bland.

Excellence (Analyse comprehensively)

The scene has been set by having the girl standing on a “natural” timber floor to advertise the “natural” bread in a “family” setting, and the idea of a cute 5-year-old girl doing a food project showing a technical approach to a simple loaf of bread makes the advertisement more believable. She has obviously done her research to break down the nutritional information panel (with the help of others). Most parents would not have time to do this while shopping, so the advertisement is doing the work for the consumer, which is essentially educating and reassuring parents that they are making a “healthy” choice.

However, there are several challenges to be made to the messages conveyed by the techniques and features in the advertisement. Firstly, it is unclear if this is a new product, or if the packaging has stayed the same for familiarity, i.e. what has made Nature’s® Fresh want to put a new product on the market, or has the company just put some effort into advertising their existing product to gain new consumers, who are more critical in their purchases as far as the health and well-being of their families goes?

All “E” numbers are not bad. For example, some are preservatives that are “natural” and help the product to have a longer shelf life. Because there are no “E” numbers in this bread product, there has been no fortification of the bread, e.g. adding vitamins and minerals, so these have been lost in the processing of the white bread.

It is also unclear from the advertisement what a “long” word is. For example, is carbohydrate a long word?

The advertisement states too that there is no added sugar, but there is no need to add sugar because white bread is a simple carbohydrate and is already full of simple sugars, so is a very sweet product.

It is hard to know from the advertisement how Nature’s Fresh has made this bread soft and fluffy without using additives as well. The only ingredient that appears to be different to those in homemade bread is vinegar, so possibly the flour used has been so refined that the bread is soft only because there are no traces of fibre in it. While this may be attractive to parents of ‘fussy’ children who don’t like ‘bits’ in their bread and therefore would eat and enjoy this product, it may also result in children developing a habit of eating white bread in years to come, which does not encourage including fibre in their diet for good health. A sensible consumer will also know that this bread will not fill a child up for the day, and that they will have to eat more slices to feel fuller for longer, than they would eating a bread higher in fibre. White bread could therefore be seen as a contributor to the current obesity epidemic.