

Assessment Schedule – 2017

Home Economics: Analyse the influences of food advertising on well-being (91471)

Assessment Criteria

Achievement	Achievement with Merit	Achievement with Excellence
<p><u>Analysing</u> involves:</p> <ul style="list-style-type: none"> explaining the techniques used in food advertising explaining how advertising techniques convey explicit messages that influence food choices and well-being. 	<p><u>Analysing, in depth,</u> involves:</p> <ul style="list-style-type: none"> explaining how advertising techniques convey implicit messages in food advertising that influence food choices and well-being. 	<p><u>Analysing comprehensively</u> involves:</p> <ul style="list-style-type: none"> challenging the messages conveyed in the food advertisements through a reasoned argument related to food choices and well-being.

Evidence

Questions One, Two, and Three							
N1	N2	A3	A4	M5	M6	E7	E8
Little evidence of understanding of what a feature in an advertisement is, and no formal technique is named.	Some understanding of how the feature is being used to convey a message, but only identifies the feature, does not analyse it.	Examples given of how ONE or TWO explicit features are used to convey the messages, and the use of main technique OR supporting technique are analysed.	Examples given of how a wide range of explicit features are used to convey the messages, and the uses of main technique AND supporting technique are analysed.	Explains how main technique OR supporting technique convey implicit messages in food advertising that influence food choices and well-being, or a reasoned challenge that relates to well-being.	Explains how main technique AND supporting technique convey implicit messages in food advertising that influence food choices and well-being.	Challenges the message conveyed in main technique OR supporting technique in the food advertisement through reasoned, challenged argument related to food choices and well-being.	Challenges the messages conveyed in main technique AND supporting technique in the food advertisement through reasoned, challenged argument related to food choices and well-being.
See <i>Appendix</i> for sample evidence for Question Two.							

N0 = No response; no relevant evidence.

Cut Scores

Not Achieved	Achievement	Achievement with Merit	Achievement with Excellence
0 – 7	8 – 13	14 – 18	19 – 24

Appendix – Question Two: Kellogg’s® Movie Giveaway (a)–(d): sample answer material

Achievement	Achievement with Merit	Achievement with Excellence
Main technique, e.g. offering promotional deals to purchasers		
How and why features convey both implicit and explicit messages of the advertisement	Why the advertising approach has been used and how it influences well-being	Messages conveyed by the techniques and features in the advertisement are challenged, using reasoned argument
<p><u>Implicit</u></p> <ul style="list-style-type: none"> • Kellogg’s® are helping to not just feed you as a family, but also to supply you with “free” entertainment. • Kellogg’s® have even more great deals if you will just sign up and provide them with an email address for the next 10 years. <p><u>Explicit</u></p> <ul style="list-style-type: none"> • Buy three packs of the cereal and choose your movie from those offered. • Invitation to sign up, so you can get further information on Kellogg’s® products and promotions. 	<p><i>People love getting free stuff ... it is almost like a gift. It appeals to our emotions and makes us more favourably inclined towards the brand (Kellogg’s).</i></p> <p><i>Kellogg’s® are using this as a “hook” to get your contact details, so they can more easily target you with marketing in the future for their brand / products.</i></p>	<p><i>Of course, the movie is not “free” – it costs about \$15 to buy the three packs – it also appears that they have put the movie giveaway only on the large, “family-sized” packs, so it forces parents to buy the most expensive pack. This can be a real problem for families with a limited food budget (of which there are many in New Zealand).</i></p> <p><i>This promotion is for outdated / old DVDs, so the promotion will cost Kellogg’s® very little (but it costs families \$15 to get an old DVD, which could have been hired for free at the local library, or bought for about \$5 at, e.g. The Warehouse). Kellogg’s® are using this promotion purely and simply to sell their product, not out of any motive to help families.</i></p> <p><i>Kellogg’s® are also encouraging “Pester Power” – where children say: “Hey, look Mum, buy this breakfast cereal” – and this undermines a parent’s right to go shopping without undue pressure from marketers, via their kids. This marketing implies that to be a good parent, you also have to provide entertainment for them.</i></p> <p><i>Kellogg’s® know that once a person signs up for emails, they are disinclined to find out how to unsubscribe, so they have a captive audience for their future email promotions for years to come.</i></p>

Supporting technique, e.g. targeting families OR linking food products or brands to a particular lifestyle (i.e. family sitting together on the couch watching a family movie)		
How and why features convey both implicit and explicit messages of the advertisement	Why the advertising approach has been used and how it influences well-being	Messages conveyed by the techniques and features in the advertisement are challenged, using reasoned argument
<p><u>Implicit</u></p> <ul style="list-style-type: none"> • <i>Implying that this brand is good for your family and will build togetherness, e.g. watching a family-friendly movie together.</i> • <i>Kellogg's® know their cereals are a "go to", popular, "trusted" brand for breakfasts for families.</i> • <i>They are supporting families by providing them with a family friendly movie – one that could be good for young children (linked to the purchase of Coco Pops® – their target consumer), or for older children / teenagers and parents (linked to the purchase of Just Right® – targeted to older children through to adults), and they even look after the more budget-conscious families with their basic Rice Bubbles® on offer.</i> <p><u>Explicit</u></p> <ul style="list-style-type: none"> • <i>Several of the movies offered are PG – aimed at families.</i> • <i>Promotion is shown on a family-sized package.</i> • <i>Advert was found on Family Movie Night website – was this aimed at parents?</i> 	<p><i>The marketer wants us to equate Kellogg's® with "family times", as this is something that can go into our memory bank for when those children are parents themselves.</i></p> <p><i>They in turn will "trust" Kellogg's® to nourish their kids.</i></p> <p><i>Kellogg's® want to be seen as supporting family life, by providing "wholesome" entertainment.</i></p>	<p><i>Many families buying these three boxes of cereal (which will be eaten very quickly by a growing family), may displace other more valuable food from the shopping list, e.g. a bag of apples, a cauliflower, and a more expensive, but healthier variety of bread, e.g. Vogel's® bread.</i></p> <p><i>Instead, parents are buying sugar-laden, refined carbs for the dubious pleasure of an outdated DVD, which they could have hired for \$1 from their local library or from their local DVD store, but with the Kellogg's movie giveaway, they must still go onto a website and get the DVDs sent after they have chosen and ordered them.</i></p> <p><i>Parents are not being supported to feed their children a healthy breakfast by this marketing encouraging the purchase of these cereals – they are being fed a lie that children will thrive on sugary cereal and sitting in front of a TV watching a DVD – whereas the cheaper and healthier choice of Weet-Bix™ or porridge for breakfast would support their family's health better in the morning.</i></p> <p><i>In the evening, a family walk or bike ride would be better for health than blobbing on the couch with a movie and possibly junk food to eat while watching the movie.</i></p>