

Assessment Schedule – 2019

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

Assessment Criteria

Achievement	Achievement with Merit	Achievement with Excellence
<p>Analysing the influences of food advertising on well-being 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>Analysing, in depth, the influences of food advertising on well-being 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>Analysing comprehensively the influences of food advertising on well-being 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.

N1	N2	A3	A4	M5	M6	E7	E8
<p>Little evidence of understanding of techniques used in advertising or the messages that influence food choices and well-being.</p>	<p>Some understanding of the techniques are being used to convey messages; features are identified.</p>	<p>Demonstrates understanding of ONE technique used in food advertising AND how the technique conveys messages that influence food choices and well-being.</p> <p>Includes how well-being is influenced</p>	<p>Demonstrates understanding of TWO techniques used in food advertising AND how the techniques convey messages that influence food choices and well-being.</p> <p>Includes how well-being is influenced.</p>	<p>Explains how ONE advertising technique conveys implicit messages in food advertising that influence food choices and well-being.</p> <p>Includes how well-being is influenced.</p>	<p>Explains how TWO advertising techniques convey implicit messages in food advertising that influence food choices and well-being. Or Explains how ONE advertising technique conveys implicit messages AND a relevant challenge (weaker reasoning than that required for E7)</p> <p>Includes how well-being is influenced.</p>	<p>Challenges the message conveyed by ONE technique in the food advertisement through reasoned argument related to food choices and well-being.</p> <p>Includes holistic well-being.</p>	<p>Challenges the messages conveyed by TWO techniques in the food advertisement through reasoned argument related to food choices and well-being.</p> <p>Includes holistic well-being.</p>

N0 = No response; no relevant evidence.

Evidence

Question	Evidence for McDonald's advertisement
(a) Name and briefly describe the main technique and the supporting technique used in each advertisement.	<p>Main Technique:</p> <ul style="list-style-type: none"> • appealing to emotions. <p>Supporting Technique:</p> <ul style="list-style-type: none"> • linking food products or brands to a particular lifestyle – busy commuters of a range of ages • targeting people who watch the TV show <i>The Block NZ</i> • using role models or high achievers to endorse a product or brand. • offering promotional deals to purchasers.
(b) Describe the features of your selected advertisement	Candidate selects one of the advertisements listed in table, which are also shown in the resource booklet. Candidate describes the features of the selected advertisement that indicate the main and supporting techniques they have identified in (a).
(c) Explain how and why these features convey both the explicit and implicit messages of your selected advertisement.	<p>Main Technique</p> <ul style="list-style-type: none"> • Explicit: <ul style="list-style-type: none"> - The name of the product is Sharebox. It conjures up the idea of sharing the food (e.g. with your family) while watching The Block on TV on a cold winter's night (e.g. photo of advertisement was taken on 9 August 2018, a mid-winter date). - This advert is in the Wellington railway station so that tired commuters on their way home from work can potentially see the Sharebox as a viable option for dinner. - The picture of food looking very appealing and ready to eat makes you desire it. The choice aspect implied by 'build your own appeals to many members of the family. It also looks like there is a lot of food in the box, therefore it appeals to our desire for a 'good deal,' as well as being able to feed a lot of family / friend, with the burgers representing a father, mother and two children - College-age children and teenagers who see the advertisement each day might either encourage or pester their parents to buy the Sharebox for dinner. • Implicit: <ul style="list-style-type: none"> - You can have a sense that it is a good thing to buy for your family as it is marketed as a complete meal – they will be satisfied and will all enjoy each other's company, while watching TV together (e.g. The Block) on a cold winter's night (e.g. photo of advertisement was taken on 9 August 2018, a mid-winter date). This togetherness / building connections / sharing is something that parents want for their families. - Being able to build your own burger gives a feeling of inclusiveness and empowerment / control to the family. - The Block also presents itself as a way for ordinary New Zealanders to get ahead in life – the feel-good factor that some people can relate to. <p>(Evidence for (c) continues on next page)</p>

	<p>Supporting Techniques</p> <ul style="list-style-type: none"> • Explicit: <ul style="list-style-type: none"> - The placement of the advert is in a busy thoroughfare that has many commuters of different ages passing by, potentially twice a day. These commuters may be busy / tired and so this meal becomes a viable option. - It is advertising a popular TV programme, <i>The Block</i>, which is heavily advertised on TV and on social media while it is screening. These target people / families who enjoy watching this programme together at dinner time. The McDonalds Sharebox becomes an easy suggestion for the family. - Reality TV ‘Role models’ are seen eating McDonalds in the TV show; if it is good enough for these active people, it must be a suitable meal for a family. - The \$29 meal deal looks like good value for money for a family / group of four. • Implicit: <ul style="list-style-type: none"> - The Sharebox becomes a viable option for dinner for busy and tired commuters. (e.g. see ‘appealing to emotions’ for ideas that may be incorporated). - The advert includes product placement and consumption of McDonalds in episodes of the TV show. This can influence us as eating McDonalds is encouraged. This can influence watchers as McDonalds becomes the food that first springs to mind when they are hungry; that is why food is marketed so heavily, so that a brand will stay at the front of our minds and so influence our food choices. The commuter will see advertisements in other places, too, while this show is in season (i.e. they will get a lot of exposure to the McDonalds brand). - It normalises eating fast food every day, and potentially for 2–3 meals a day if a person is busy. This is what is being modelled on <i>The Block</i>. The Sharebox food items are being presented as food that is suitable for active people who doing strenuous exercise and long hours of work. - The \$29 deal appears to be a good deal for families / groups because everyone will be able to choose their food items (empowerment) and it is a price reduction compared with buying the single items. People feel good when they receive a good deal.
<p>(d) Explain why this advertising approach has been used, and how it influences well-being.</p>	<ul style="list-style-type: none"> • Billboards are popular as they expose people to brief messages about a food product on a regular basis. This can impact food choice as those brands using billboards are often the first ones that people think of when they are hungry. People might thus select McDonalds as they see their advertising all around, often without noticing its effect on us. • This advertisement has a double whammy for the marketers. It is both advertising for TV3 and for McDonalds. Both of these companies seek to increase their market share, and thus make more profit. For example, TV3 can charge advertisers more during <i>The Block</i> because of the greater number of viewers, and McDonalds is always trying to retain and increase its customer base • Wellbeing: tired parents feel happy that they are feeding their families and have an element of “choice” by building their own Sharebox contents. Sharing meals together is important to people’s well-being. However, much of this food is heavily processed, high in sugar and fat, low in fibre, and has a high-calorie value. All of this can contribute to obesity and other nutrition related diseases.
<p>(e) Challenge the messages conveyed by the techniques and features in your selected</p>	<p>Main Technique:</p> <ul style="list-style-type: none"> • Commuters will see this advertisement every day as they go to and from work, and McDonalds use these large billboards to constantly bombard people with messages to both eat their product and to do so regularly. Whilst this may be an easy meal option for tired parents at the end of a working day, it may impinge on the physical and eventually the mental health of consumers if it becomes a pattern or habit. It also means that children may not be exposed to learning how to cook in the home, which is a skill that can empower young people and be beneficial for future generations. (Evidence for (e) continues on next page)

advertisement, using reasoned argument.

- A Sharebox is priced so that you get 'better value', which appeals to those who want to get more for their money. It can mean that people buy more than they otherwise would have. This can result in over-consumption of food. These 'eat more' messages from the food industry have resulted in people eating more calories now than they did 30 years ago. It is contributing to obesity in New Zealand, and the other related lifestyle diseases, such as Type-2 Diabetes, Metabolic Syndrome and bowel cancer.

Supporting Techniques:

- Billboards are unavoidable advertising. People cannot change channels to avoid them. That means billboards impose food marketing on people, with constant bombardments of 'eat more' messages. A large number of billboards are used to promote processed foods, but generally not whole unprocessed foods such as vegetables. Commuters are therefore receiving subconscious messages that processed food is 'normal' /preferable, and much easier than cooking fresh unprocessed food. The messages conveyed by billboards reach many people (e.g. when driving on the road, walking on the footpath, at sports matches and so forth), and provide subconscious messages about brands. McDonald's advertising on billboards subconsciously encourages people to prefer its brand. Billboards can be targeted at certain groups (e.g. the positioning of billboards near schools raises ethical questions as to appropriateness in encouraging healthy food choices by children and teenagers). Many high-school pupils might see the McDonalds billboard on their way to school.
- TV watchers often now pre-record shows so that they do not have to watch advertisements, but these shows are often a form of advertising in and of themselves (e.g. there is a lot of product placement). In *The Block*, McDonalds food is shown frequently, and contestants visit the friendly takeaway staff who they know on a first-name basis. All of this provides advertising by Reality TV 'role models' who appear to eat McDonalds every day. This normalises the everyday consumption of McDonalds, which may contribute to obesity from overeating, consuming processed food that is high in fat, salt and sugar, and loss of cooking skills from neglecting to cook meals for yourself or your family.
- Parents were possibly being targeted with this billboard, so that they would buy a Sharebox for their family and eat it together watching *The Block*. There are a number of issues with this, the loss of cooking skills for younger generations by regular consumption of fast food, overconsumption (i.e. if eaten several times a week) of fat / salt / sugar (with links to lifestyle diseases that can develop), poor role modelling by the *Block* contestants (i.e. defacto role models) with the infighting / stresses of the show.
- The "good deal" is not seen as such a good deal if overconsumption / normalisation of eating fast food results in lifestyle diseases that have an enormous social and economic toll on families and NZ society.

Question	Evidence for Piranha advertisement
<p>(a) Name and briefly describe the main technique and the supporting technique used in each advertisement.</p>	<p>Main Technique:</p> <ul style="list-style-type: none"> • using nutritional information to gain credibility. <p>Supporting Technique:</p> <ul style="list-style-type: none"> • linking food products or brands to a particular lifestyle • targeting a specific group (e.g. vegans) • offering promotional deals to purchasers.
<p>(b) Describe the features of your selected advertisement</p>	<p>Candidate selects one of the advertisements listed in table, which are also shown in the resource booklet. Candidate describes the features of the selected advertisement that indicate the main and supporting techniques they have identified in (a).</p>
<p>(c) Explain how and why these features convey both the explicit and implicit messages of your selected advertisement.</p>	<p>Main Technique</p> <ul style="list-style-type: none"> • Explicit: <ul style="list-style-type: none"> - FODMAP friendly, 'Gluten-free,' 'Vegan' and 'Active Probiotics,' promote the idea that this product is for people with many different dietary requirements. It is a quick fix to all of your eating problems. - A variety of reasons are provided as to why this food would meet nutritional needs. - Being able to purchase it in chemist shops gives an implied health message (i.e. it will be good for you). - Emphasis on the whole foods it comes from: potato, rice and pumpkin and the pictures of fresh vegetables on the front of package. • Implicit: <ul style="list-style-type: none"> - "Health" in a packet with different flavours. It implies that healthy eating is as easy as changing your brand of chips. - It ignores the ingredients / additives that do not benefit our health (e.g. fats and sugar). It is still likely to be an ultra-processed food. - Potato, rice and pumpkin are all complex carbohydrates, and this suggests the food could be an alternative to a sandwich for lunch. The convenience of eating prepared pumpkin, potato and rice in a packet, in one sitting and it appears to provide many vegetable servings with all the hard work of vegetable preparation (e.g. peeling and so forth) done for you. - That it is displayed for sale in a Chemist shop implies it is recommended / endorsed by health professionals. - The probiotics in the food give people even more nutritional benefits than normally expected in a snack food. This appears to be a better alternative than other snack foods on the market because of all the nutritional benefits it conveys to us. The use of the word 'snap' versus 'chip' positions the brand as different from other popular snack foods. (Evidence for (c) continues on next page)

	<p>Supporting Techniques</p> <ul style="list-style-type: none"> • Explicit: <ul style="list-style-type: none"> - The product is advertised as a “healthy” snack food that meets the needs of a vegan. A variety of vegetables (e.g. potato, pumpkin, rice and some herbs) are used in the product. - Targeted to people who want to lose weight – it is in the Weight Watchers’ magazine - Promotional deal implies that people may get some good prizes by going online. • Implicit: <ul style="list-style-type: none"> - “Real food” in a packet with a variety of flavours to suit many different occasions. You can still have your favourite “chips”, but these ones appear to be of superior nutritional quality. - Removal of guilt because it appears you are getting your recommended vegetable serves in a tasty, convenient snack food. - A good example of ‘nutritionism’ (actual word not required so long as explanation shows understanding of concept) where food is fortified with ‘good’ nutrients (probiotics), while ignoring ‘bad’ nutrients. This targets people who are following a lifestyle of healthy eating. - Probiotics have been touted as being useful for assisting with weight loss. Product appears to be endorsed by Weight Watchers. This makes the product appear more credible and able potentially to assist with weight loss - Pirahna Snaps – something you will gobble down and so may eat more than you need. - Follows latest food trends – even if consumers don’t understand what they are or if they need to follow them for good health. (e.g. Probiotics/ low Fodmap). White packaging implies clean eating. - The advert makes people look at their website and see all the other and different products that they may have for sale. By entering the competition the consumer puts themselves onto a mailing list (whether wittingly or unwittingly) that will be used by marketers, potentially in relation to other food products. Most probably they will ask people to sign-up and get promotional advertising straight to their inbox. This may result in brand loyalty so that the consumer will choose this snack food over another. They know that some people (including vegans and gluten-free) love getting free stuff, and this encourages them to enter the brand’s competition, which is featured in the advertisement.
<p>(d) Explain why this advertising approach has been used, and how it influences well-being.</p>	<ul style="list-style-type: none"> • The nutritional information on the front of the packet suggests the product is beneficial to overall health. It is using the dietary term FODMAP, which is a term used for foods that help prevent digestive issues in a person. It also incorporates probiotics that may help with gut health and caters to allergies and intolerances (e.g. gluten and and milk). • This snack food makes the consumer feel less ‘guilty’ about the consumption of a high-fat,processed snack because of all the supposed health benefits it is providing. It appears to be endorsed by Weight Watchers. This makes the product appear more credible as Weight Watchers is an established brand that assists people to lose weight. • Because people think that it is good for gut health, consumers may overconsume this food to get more of the probiotics.
<p>(e) Challenge the messages conveyed by the techniques and features in your selected</p>	<p>Main Technique:</p> <ul style="list-style-type: none"> • Probiotics are present in dried products and will begin to grow again once inside your body. This is a good for the body, however not all probiotics are the same. Individual people can adapt to probiotics differently. Naturally-occurring probiotics, for example in lactobacillus yoghurt, are probably much better for digestive health. However, this product is probably deep fried with oil and likely to be high in salt. (If a student states that the product may still be high in fat / salt / sugar / it must be clearly linked to the product and then linked on to relevant lifestyle related diseases.) (Evidence for (e) continues on next page)

advertisement, using reasoned argument.

- Aspects of Nutritionism are identified in the candidate's answer (e.g. why has the food's manufacturer even bothered to put probiotics into a high-fat, inherently unhealthy snack food?). Probiotics are a 'trendy' addition to food to distract consumers from the true nature of this snack food. Probiotics are currently seen as health-enhancing and so the food industry follows this trend while it is popular and adds this to food that would not normally contain probiotics. Recently there have been concerns about probiotics and so the food industry will likely stop adding them. The food industry is self-serving with their information; if it thinks it will help with sales it will follow and promote nutritional / health trends.
- The name Piranha Snaps may imply you can gobble it down plus you may think it would be beneficial to eat the whole bag as then you will get more of the probiotic bacteria. Consumer may overconsume on this snack food.
- Placement of food at selected green grocers and chemists could potentially make the food appear better than other snack foods, and imply that it is scientifically sound. However, this is not a true indication of the health benefits of this food, and instead makes it inconvenient for many people to obtain this product.

Supporting Techniques:

- There is a trend among sustainability-minded people to not eat meat as frequently. This product has active bacteria in it that are often found in animal products, potentially implying it might be a good substitute for animal foods. Vegan foods are becoming more visible in supermarkets, and this brand has hit on a product that has potential to sell well. It has even created a BBQ flavour for vegans! This product appears to be a good mix of carbohydrates (e.g. rice and vegetables) that vegans seek. It is ironic that the brand is a name of a fish and yet it is promoting itself as a vegan snack food. Would vegans feel comfortable choosing this? Eating vegan food is seen as being good for the environment so consumers may feel they are somehow helping the planet by consuming this food, However, the plastic / foil packaging is likely to do more harm than good.
- These might be described as a food for the middle classes of society. The price of this product is not shown, but it might be inferred that it will be more than a 'normal' price of chips. Money might better be spent on whole-food products, and more natural sources of probiotics such as yoghurt or fermented products.
- It is also being targeted to people who read Weight Watchers' magazine. Middle-class people most likely have the money to purchase this magazine and to buy this snack food. The advertisement implies they are good for the consumer, as well as supporting their need / desire to lose weight. The product's advertising conveniently overlooks its (probably) high-fat content and focusses the readers of Weight Watchers' magazine on the supposed nutritional benefits it offers.
- The advertisement encourages people to visit the company's website by offering the potential to win prizes. However, the website is hosted in Australia and it is unclear whether prizes will be available to people in New Zealand who enter. Moreover, the prizes are not specified and may not be "great". These are certainly being used to build a database of potential customers for future marketing. If the 'prizes' are similar types of snack foods, it may actually 'cost' the consumer in the long term (e.g. if they buy into a pattern of consuming high-fat snack foods that contribute to nutrition-related diseases such as obesity and Type-2 diabetes).

Question	Evidence for Domino's advertisement
<p>(a) Name and briefly describe the main technique and the supporting technique used in each advertisement.</p>	<p>Main Technique:</p> <ul style="list-style-type: none"> • linking food products or brands to a particular lifestyle • targeting a specific group. <p>Supporting Technique:</p> <ul style="list-style-type: none"> • implying that meal preparation and cooking are difficult and time-consuming • appealing to emotions.
<p>(b) Describe the features of your selected advertisement</p>	<p>Candidate selects one of the advertisements listed in table, which are also shown in the resource booklet. Candidate describes the features of the selected advertisement that indicate the main and supporting techniques they have identified in (a).</p>
<p>(c) Explain how and why these features convey both the explicit and implicit messages of your selected advertisement.</p>	<p>Main Technique</p> <ul style="list-style-type: none"> • Explicit: <ul style="list-style-type: none"> - The ad targets people who want an easy meal, have a busy lifestyle, or can't or don't want to leave the house (e.g. due to transport, playing an online game, watching Netflix), can't be bothered to cook a meal, or don't have the skills needed to cook pizza at home. • Implicit: <ul style="list-style-type: none"> - You can keep playing your game and / or watching Netflix, which means you use little physical energy / effort to go to the supermarket, collect takeaways or prepare food yourself. - Red house = warm inviting home on a dark night – the place you want to stay in and be safe and well fed by the crew at Dominos - Use of Dominos colours reinforces Dominos brand and may reinforce trust in the service and product they are providing - Fresher – implies health/ wholefood “Fresh is best” - Dominos appears to care for us and the community. The words ‘closer to’ in a flowing font provides more of a human / parental vibe to the advertisement. <p>Supporting Techniques</p> <ul style="list-style-type: none"> • Explicit: <ul style="list-style-type: none"> - The use of the word “kitchen” implies that ‘you don't need to use your kitchen because our kitchen will do all the work for you and deliver the food to your door’. - Relevant aspects of wellbeing are explained. - Domino's provides fast home delivery, making your life easier (i.e. all you have to do is order online). This consumer experience can even happen at night, with night depicted by the black background on the advertisement. (Evidence for (c) continues on next page)

	<ul style="list-style-type: none"> - Reality TV ‘Role models’ are seen eating McDonalds in the TV show; if it is good enough for these active people, it must be a suitable meal for a family. - The \$29 meal deal looks like good value for money for a family / group of four. <ul style="list-style-type: none"> • Implicit: <ul style="list-style-type: none"> - Domino’s deliberately use the word “kitchen” to make their food sound less mass-produced, and more like something that you could make in your own kitchen (i.e. home-cooked and wholesome). - You can keep playing your game, sitting on your couch watching Netflix, using little physical energy or effort. - It also implies that delivery will be fast because of all the ‘kitchens’ that are close to the people who will order Domino’s.
<p>(d) Explain why this advertising approach has been used, and how it influences well-being.</p>	<ul style="list-style-type: none"> • Marketers know that busy families like to treat themselves by having food delivered to them from time to time, or that they want to enjoy the company of others without the bother of making a meal. • Marketers know that many people spend many hours online, whether watching movies, television, or playing games. Domino’s is enabling people to continue this sedentary lifestyle by providing home-delivered pizzas. • The word “kitchen” conjures up ideas of wholesome food, made with love and care by a parent, caregiver or significant other. • Domino’s and many other companies are marketing their food to a generation of people who either do not to cook, or cannot cook. • The advert also appeals to people who cannot drive to get their food, this category including young people who may not have a driving licence. It also has appeal to people late at night, when it is potentially unsafe to walk to the shops. It could also include lower-income households who do not have access to a car, and so home delivery becomes a viable option for feeding the family with a food it enjoys.
<p>(e) Challenge the messages conveyed by the techniques and features in your selected advertisement, using reasoned argument.</p>	<p>Main Technique:</p> <ul style="list-style-type: none"> • Whilst this appears to be “serving the masses” with food from a “kitchen” (which implies nutritious home cooked food) instead it is resulting in a lifestyle where cooking does not feature and a loss of cooking skills for all in the household. Loss of cooking skills is linked to higher levels of obesity. This in turn is linked to chronic lifestyle diseases such as T-2 Diabetes which has long term effect on individual health, family wellbeing and societal health costs. To sum up, whilst this advertisement is promoting easy, no effort, food for New Zealanders, it is also promoting / enabling loss of cooking skills which is linked to obesity and chronic lifestyle diseases in New Zealand. • Consumers are unlikely to just buy a pizza, but are also encouraged via marketing to purchase more food – often sides such as chips, fizzy and cheesecakes / sweets. Thus, consumers are being encouraged to eat more than they actually need, and the food is generally higher in fat, salt and sugar than if it was a home-cooked meal. (evidence of why it will be lower in Fat/ salt /sugar provided.) Large portions of processed foods also contribute to obesity. <p>Supporting Techniques:</p> <ul style="list-style-type: none"> • Getting Domino’s to do all the ‘hard work’ involved in making your pizza dinner in their “kitchen” means that you and your family are spared the labour and effort. Over time this could result in a loss of cooking skills within a family (Justify e.g. children are not involved in preparation of food, or culinary skills are forgotten). Pizza is an example of a food in which several cooking skills can be utilised (e.g. use of implements such as knives, rolling pins and measuring cups, along with motor skills such as rolling, kneading and mixing dough). Children also get the joy of working with either their parent or caregiver, and in the process create a meal that they can be proud of. These benefits are potentially lost by purchasing delivery pizza. (Evidence for (c) continues on next page)

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| | <ul style="list-style-type: none">• There is a cost for delivery (not stated in the advert) that can be described as a hidden food cost. This money could have been added to a weekly food budget to provide easy-to-make food (e.g. pizza bases), and healthy toppings (e.g. mushroom). Generally speaking, food cooked from 'scratch' or partially prepared at home will be lower in fat, salt and sugar. This is because the person / people preparing and cooking the food can choose the ingredients that they will use.• Domino's is providing a safe and accessible way to get food to people who don't want to leave their home and have sufficient available money to them. However, it is also dependent on people (often younger workers or those with limited employment options) to be their workers and to deliver pizzas until they close late at night. These workers often work for the minimum wage, have to provide their own transport and are potentially exposed to danger (e.g. robbery, theft, assault and accident).• This home-delivery promotional deal makes money for Domino's, but actually costs the consumer more than fresh, hot, home-prepared food, with the added drawback that its product is of questionable nutritional value. |
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