

## Assessment Schedule – 2020

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

#### Assessment Criteria

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

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

**N0** = No response; no relevant evidence.

Evidence for:

- Woop, pages 2–3
- Remedy Kombucha, pages 4–6
- The Alternative Meat Co., pages 7–8.

**Evidence**

**Evidence for *WOOP!***

Question	Evidence
<p>(a) Describe two techniques used in each advertisement.</p>	<p><b>Technique 1:</b></p> <ul style="list-style-type: none"> <li>• Implying meal preparation and cooking are difficult and time consuming.</li> </ul> <p><b>Technique 2:</b></p> <ul style="list-style-type: none"> <li>• Targeting a specific group (i.e. wealthy professional couples who are busy but want healthy home-cooked meals).</li> </ul>
<p>(b) Describe the features of your selected advertisement.  Explain how and why these features convey both the explicit and implicit messages of your selected food advertisement.</p>	<p>Candidate selects one of the advertisements listed in table and describes features of the two techniques identified in (a).</p> <p><b>Technique 1:</b> Implying meal preparation and cooking are difficult and time consuming.</p> <ul style="list-style-type: none"> <li>• “Hand prepped by us”, “already chopped and prepped”, and “cook with less prep” imply all the hard work has been done and this meal is quick to prepare.</li> <li>• The image of quality looking pre-chopped foods and ‘premade sauces and dressings’ in step 3 imply that even though WOOP! saves you time, this is not at the expense of good quality ingredients and taste.</li> </ul> <p><b>Technique 2:</b> Targeting a specific group.</p> <ul style="list-style-type: none"> <li>• “Healthy balanced recipes” and “BALANCE box” implies WOOP! Has carefully planned these meals to meet nutritional needs and will meet healthy dietary guidelines</li> <li>• The image of the woman ordering on her phone and step 4 “enjoy your night” imply this product is easy to order and will solve the hassle of mealtimes for busy professional couples.</li> </ul> <p><i>Other responses possible.</i></p>

<p>(c) Explain why this advertising approach has been used, and how it influences well-being.</p>	<ul style="list-style-type: none"> <li>• Today, consumers are often health conscious and there have been a lot of messages in the media about the benefits of eating wholefoods. WOOP! Has been promoted through images and words that suggest to people with busy lives that WOOP! will take the stress out of meal planning, shopping and preparation.</li> <li>• The current convenience food trend symbolises the increased time pressure and work–life imbalance that consumers are experiencing. Time scarcity, speed shopping, and the erosion of cooking skills have provoked demand for more convenient food options like WOOP!</li> <li>• Well-being: Many people work long hours, meaning this product will appeal as a quick, stress free, way to provide nutritious evening meals. The time saved in preparation can be spent with family. Some people find producing an evening meal stressful and having all the planning and prepping already completed can take the burden off their shoulders. They will benefit from the balanced healthy meals instead of fatty, salty takeaways.</li> </ul>
<p>(d) Challenge the messages conveyed by the techniques and features in your selected advertisement, using reasoned argument.</p>	<p><b>Technique 1:</b> Implying meal preparation and cooking are difficult and time consuming.</p> <ul style="list-style-type: none"> <li>• All that has been done is some of the preparation. The meal still needs to be cooked. It is not clear how much time has been saved and consumers will still likely go to the supermarket for other foods (breakfast and lunch).</li> <li>• People may not have the skills required to follow the instructions that are provided. The recipe may involve a lot of equipment, which will then need to be cleaned. Thus, the overall time taken to prepare the meal may be underestimated.</li> <li>• The original food bag concept was developed to encourage families to learn to cook nutritious meals and to involve the whole family in food preparation. Knife skills, measuring, adjusting recipes and substituting ingredients are fundamental skills for food preparation and this does not occur if the provided recipe is followed.</li> </ul> <p><b>Technique 2:</b> Targeting a specific group (i.e. wealthy professional couples who are busy but want healthy home cooked meals).</p> <ul style="list-style-type: none"> <li>• It is not clear whether the recipes follow the Nutrition Guidelines, so it is not clear how healthy they really are. The meal pictured does not follow the Ideal Plate as it has no rice/pasta/potato. It has a large serve of meat which looks bigger than the recommended 125-150g serving.</li> <li>• The vegetables are pre-chopped, the sauces and dressings are pre-made, the meat is marinated. These stove-ready ingredients may lead to a loss of food preparation and cooking skills.</li> </ul>

**Evidence for Remedy Kombucha**

Question	Evidence
(a) Describe two techniques used in each advertisement.	<p><b>Technique 1:</b> Using nutritional information to gain credibility</p> <p><b>Technique 2:</b> Appealing to people’s emotions</p> <p><b>OR</b> Projecting an environmentally responsible image.</p>
(b) Describe the features of your selected advertisement.  Explain how and why these features convey both the explicit and implicit messages of your selected food advertisement.	<p>Candidate selects one of the advertisements listed in the table and describes features of the two techniques identified in (a).</p> <p><b>Technique 1:</b> Using nutritional information to gain credibility.</p> <p><b>Nutritional jargon:</b></p> <ul style="list-style-type: none"> <li>• “No sugar with the tick” implies this is a healthy low-calorie drink. People might subconsciously think this drink meets some health standard (The ‘I quit sugar standard’). This implies that drinks achieving a tick must be a healthy choice.</li> <li>• “Bursting with organic acids”. People might focus on the word “organic”, which is often regarded as being synonymous with natural, superior nutrition. That word also implies that there are neither additives nor preservatives in the drink, implying it is better than some other drinks.</li> <li>• “Proven to improve wellbeing”. This implies that this drink has been scientifically tested, and that consuming it will result in health benefits. It tends to give the product credibility and will appeal to people who want to improve their well-being.</li> </ul> <p><b>Technique 2:</b> Appealing to people’s emotions.</p> <p>This is achieved with emotive and colloquial language:</p> <ul style="list-style-type: none"> <li>• “Good for ya guts” and “the right stuff” appeal to people because they imply that the drink will potentially resolve digestive issues</li> <li>• “Made the traditional way” implies the drink is a more natural, less processed and not mass produced, unlike other drinks. It will appeal to consumer wanting something that is more exclusive than other drinks.</li> <li>• “Remedy” this word implies the drink has medicinal qualities – a cure-all.</li> </ul> <p><b>OR</b></p> <p><b>Technique 3:</b> Projecting an environmentally responsible image.</p> <p>This is achieved with text and images:</p> <ul style="list-style-type: none"> <li>• ‘Organic’ implies that the product is environmentally friendly, and chemicals and pesticides have not been used.</li> <li>• ‘Made the traditional way’ and ‘in small batches’ implies production has not harmed the environment.</li> <li>• The image of the product in a recyclable glass bottle, implying that the producers of this product care about the environment. The image of the wooden barrel implying again the use of recyclable, environmentally friendly materials in production.</li> </ul>

<p>(c) Explain why this advertising approach has been used, and how it influences well-being.</p>	<p><b>Remedy Kombucha:</b></p> <ul style="list-style-type: none"> <li>• The product is sold in a recyclable glass bottle, which will appeal to environmentally conscious consumers who will place importance on the packaging being reused rather than buried in a landfill.</li> <li>• It is arguably trendy to be environmentally aware, and the company’s use of the word ‘Organic’ will appeal to consumers’ consciences.</li> <li>• The company wants to give a clear message that this organic product will improve gut health and so has repeated the message to achieve that. It has kept the ad quite simple, meaning the messages stand out.</li> <li>• The drink is pictured in a brown glass bottle that looks similar to a beer bottle; some consumers may think it looks cool and may purchase it to fit in with their friends.</li> <li>• <b>Well-being:</b> Many consumers are looking for healthier sugar-free drink choices, so this organic drink, endorsed by I Quit Sugar and claiming to be good for your health, will appeal to health-conscious and environmentally aware purchasers. Choosing a sugar-free drink with organic acids may also have health benefits; it may be less likely to cause dental cavities, obesity, and Type 2 Diabetes. The advertisers have used nutrition information as a focus because this drink is aimed at the “worried well” (i.e. wealthy, health-conscious people). Emotive words are used because advertisers know that emotional response can be very strong and override logical thoughts. People will thus feel that they are making a great choice for their physical health (now, and their future gut well-being) by using this ‘remedy’.</li> </ul>
<p>(d) Challenge the messages conveyed by the techniques and features in your selected advertisement, using reasoned argument.</p>	<p><b>Remedy Kombucha:</b></p> <p><b>Technique 1:</b> Using Nutritional information to gain credibility.</p> <ul style="list-style-type: none"> <li>• As with all nutrition, a healthy diet is about a balanced diet of whole foods. Advertisers are appealing to people who may suffer from mild digestive complaints (i.e. gas and bloating), knowing these are subjective and difficult to measure if they improve or worsen.</li> <li>• One concern is for people who think that “if a little is good, then a lot will be better”. Overconsumption may lead to tooth decay from the acids in the drink. New Zealand has high rates of tooth decay. This is still an “extra” treat food and should not replace water and low-fat milk in the diet.</li> </ul> <p><b>Technique 2:</b> Appealing to people’s emotion.</p> <ul style="list-style-type: none"> <li>• Using the brand name <i>Remedy</i> to play on people’s emotions is irresponsible and misleading. The concern is that people will believe that this drink can cure their gut issues without the need to go to a doctor. This could be dangerous to their health.</li> </ul> <p><b>OR</b></p> <p><b>Technique 3:</b> Projecting an environmentally responsible image.</p> <ul style="list-style-type: none"> <li>• Using glass bottles and “organic” ingredients do not mean the manufacture of this product is environmentally responsible. The factory production could use fossil fuels and produce enormous carbon emissions. There is no guarantee the bottles will be recycled; they could end up in landfill.</li> </ul>

**Evidence for *The Alternative Meat Co.***

Question	Evidence
<p>(a) Describe two techniques used in each advertisement.</p>	<p><b>Technique 1:</b></p> <ul style="list-style-type: none"> <li>• Linking food products or brands to a particular lifestyle (i.e. people wanting to reduce their meat consumption).</li> <li>• Targeting a specific group (e.g. flexitarians, possibly people into muscle-building or fitness).</li> </ul> <p><b>Technique 2:</b></p> <ul style="list-style-type: none"> <li>• Projecting an environmentally responsible image.</li> </ul>
<p>(b) Describe the features of your selected advertisement.  Explain how and why these features. Convey both the explicit and implicit messages of your selected food advertisement.</p>	<p>Candidate selects one of the advertisements listed in table and describes features of the two techniques identified in (a).</p> <p><b>Technique 1:</b> Linking food products or brands to a particular lifestyle (i.e. people (“omnivores”) wanting to reduce their meat consumption)</p> <ul style="list-style-type: none"> <li>• The close-up of the burger shows that it resembles meat-based burger rivals. People wanting to reduce their meat consumption can see that they will still be eating familiar products (i.e. white buns, cheese, gherkins). This implies the burger meal will taste like a meat-based one because – other than the patty – the other fillings are unchanged (i.e. white buns, cheese, gherkins).</li> <li>• The emoji of the muscly arm implies that this plant-based food will provide similar nutritional benefits to a meat-based burger (e.g. protein, zinc and iron). and that it has the nutrients needed for building muscles.</li> </ul> <p><b>Technique 2:</b> Projecting an environmentally responsible image.</p> <ul style="list-style-type: none"> <li>• The emoji of the green plant and the logo “ALTERNATIVE, grown not bred” implies that this burger is more environmentally friendly than a meat burger.</li> <li>• “A new option for omnivores looking to reduce their meat consumption” implies that this burger is a solution for meat lovers who care about the environment but don’t want to start eating food that looks different from their regular diet.</li> </ul>
<p>(c) Explain why this advertising approach has been used, and how it influences well-being.</p>	<p><b>The Alternative Meat Co.:</b></p> <ul style="list-style-type: none"> <li>• BurgerFuel wants to signal its awareness of current trends and concerns surrounding meat consumption and its effect on both health and the environment</li> </ul> <p><b>Well-being:</b> The food industry is providing options that encourage the consumption of less meat because of an increased awareness about climate change and the impact of eating meat and other animal-based foods on our environment. Eating a plant-based diet has been well documented to be beneficial for individual health (less nutrition-related diseases with a well-planned plant-based diet); however this burger is not a great example of a healthy plant-based meal because it also contains cheese (high in saturated fat), white bread (low in fibre), fizzy drink visible in the background of the image (i.e. high in sugar), and the plant-based patty may be as high or higher in sodium and other preservatives compared to its meat-based equivalent and be highly processed. There are definite benefits to eating a more plant-based diet. "But ideally that diet would be whole and less processed". Those who do not want to eat meat can go with their friends to the fast food restaurants that offer meat-free burgers such as these.</p>

Question	Evidence
<p>(d) Challenge the messages conveyed by the techniques and features in your selected advertisement, using reasoned argument.</p>	<p><b>The Alternative Meat Co.:</b></p> <p><b>Technique 1:</b> Linking food products or brands to a particular lifestyle (i.e. people (“omnivores”) wanting to reduce their meat consumption)</p> <ul style="list-style-type: none"> <li>• Reducing meat intake is potentially a good change for New Zealanders because some processed meat products have been linked to increased risk of some cancers. However, a plant-based processed food product made to look and taste like meat may not be a better choice than a lean meat-based beef patty. These plant-based burger patties are processed food, and may have high levels of sodium, which has been linked to high blood pressure. Ideally choices should be for whole foods rather than those that have been processed.</li> <li>• In fake-meat products, some of the alternative proteins have been heavily processed to replicate meat. There are all sorts of additives, such as flavouring, colouring and preservatives, too, as is the case with other processed foods. The patty is served in a bun that is a simple carbohydrate that lacks fibre and micronutrients as it is highly processed. Even if the burger patty was nutritious, the bun is not and increases simple sugars.</li> </ul> <p><b>Technique 2:</b> Projecting an environmentally responsible image.</p> <ul style="list-style-type: none"> <li>• Making small changes to diet and moving towards a plant-based diet are a good change for the average meat-eating New Zealander. However, consumption of both meat and products from the dairy industry are having an impact on the environment; the two main issues with the dairy industry are the large numbers of dairy cattle and the methane gas produced by these. Dairy farms are also polluting waterways in New Zealand. This burger contains cheese, and this is a product of the dairy industry.</li> <li>• This advertisement has what appears to be a single-use plastic cup in the background, and the meal is served on a plastic tray. Plastic takes hundreds of years to breakdown. BurgerFuel should address this use of plastics if it is truly concerned about helping consumers make food choices that will not negatively impact the environment.</li> </ul>

### Cut Scores

Not Achieved	Achievement	Achievement with Merit	Achievement with Excellence
0 – 2	3 – 4	5 – 6	7 – 8