

Assessment Schedule – 2021

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 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 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 providing reasoned arguments that challenge how advertising affects food choices and well-being.

N1	N2	A3	A4	M5	M6	E7	E8
Attempts to show understanding of techniques used in advertising or the messages that influence food choices and well-being.	Shows some understanding of the techniques being used to convey messages; features are identified.	<p>Demonstrates understanding of ONE technique used in food advertising</p> <p>AND</p> <p>explains how the technique conveys explicit messages that influence food choices and well-being.</p>	<p>Demonstrates understanding of TWO techniques used in food advertising</p> <p>AND</p> <p>explains how the techniques convey explicit messages that influence food choices and well-being.</p>	<p>Explains how ONE advertising technique conveys implicit messages in food advertising</p> <p>AND</p> <p>explains how the messages influence food choices and well-being.</p>	<p>Explains how TWO advertising techniques convey implicit messages in food advertising</p> <p>AND</p> <p>explains how the messages influence food choices and well-being.</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>Challenges the messages conveyed by TWO techniques in the food advertisement through reasoned argument related to food choices and well-being.</p>

N0 = No response; no relevant evidence.

Evidence for:

- Powerade ION4, pages 2–3
- Bellamy's Organic, pages 4–5
- Sanitarium UP&GO™, pages 6–7.

Evidence

Question	Sample Evidence for Powerade ION4 advertisement
(a)	<p><i>Technique (1): Linking food products or brands to a particular lifestyle</i></p> <ul style="list-style-type: none"> • Linking products to particular lifestyles is a common advertising technique. In this case, the advertisement is targeting people with sporty / active / healthy lifestyles. It is likely to appeal to people who play sport and want to play well, be active, and be the best they can be physically. <p><i>Technique (2): Uses role models or high achievers to endorse the product or brand</i></p> <ul style="list-style-type: none"> • This technique is when a company pays a well-known and respected person to advertise their product. In this case, it is Steven Adams, who is a successful, famous NZ basketball player.
(b)	<p><i>Technique (1):</i></p> <ul style="list-style-type: none"> • Explicit feature: People playing basketball <ul style="list-style-type: none"> - Implicit message: The message is that Powerade ION4 is a good choice of drink for basketball players. It is also implied that it will be a good choice of drink for other high-energy fast sports too. • Explicit feature: “no foil seal” / “fast hydration” / “power flow” <ul style="list-style-type: none"> - Implicit message: It is implied that while playing sport you can get a drink very quickly with minimal fuss, and that this product will successfully hydrate you and make you perform better / faster. <p><i>Technique (2):</i></p> <ul style="list-style-type: none"> • Explicit feature: Steven Adams (NZ professional basketballer) playing basketball AND drinking Powerade <ul style="list-style-type: none"> - Implicit message: It is implied that Steven Adams benefits from drinking Powerade ION4, as it shows him playing, then taking a break and drinking Powerade ION4, then continuing to play and successfully score. It implies that the Powerade ION4 gives him the energy and hydration he needs to be able to perform at his best. • Explicit feature: The name ‘Steven Adams’ is shown on the screen. <ul style="list-style-type: none"> - Implicit message: Even if people do not recognise this person, the name onscreen implies that they are a famous sports person. Showing a famous person being aided by Powerade ION4 can influence people to believe it must be a good product.
(c)	<p>The techniques used in this advertisement target people who play, enjoy, or would like to perform well at sports – especially children and adolescents who are young and fit. By using a well-known and successful New Zealand basketball player, Steven Adams, and showing him being successful in an exciting game, the viewers will look up to him, respect him, and will believe that the product he uses must be good / beneficial. Young people are particularly vulnerable to being influenced by famous sportspeople.</p> <p>The techniques used appeal to emotions by showing close-ups of Steven Adams playing, working hard, concentrating on his goal, and succeeding. This makes people feel invested and excited by the game. The use of the word “superior” on the screen also appeals to emotions by making people think that this product is better than other options.</p>

(d)	<p>Advertisers know that people usually want to better themselves or be more like someone who is admired. Using a famous sports person and sporting advertising techniques can catch the attention of people who share an active / sporty lifestyle. They may think that if this product is good enough for a successful person that they admire, it might help them too if they buy the product. The advertisers also will know that these advertising techniques are likely to appeal to many young people who may be influenced by Steven Adams. By drinking Powerade ION4 themselves, viewers may feel as if they 'fit in' more with, or support Steven Adam's sports team. Any drink will help with hydration when playing sport, but the use of "fast hydration" and "power flow" may lead viewers to believe that this Powerade ION4 will hydrate sports players better and more quickly.</p>
(e)	<p>While the advertisement shows Steven Adams drinking Powerade ION4 in a game of basketball, it does not actually tell us that he regularly uses Powerade ION4 to help boost his performance. Since athletes use endorsement deals as a way of helping to fund their sport-related costs, Steven Adams may have used the Powerade ION4 for this advertisement only, and it may not be part of his regular playing routine. He has not become a famous, successful basketballer because of Powerade.</p> <p>Sports nutritionists say that for most people, water is the most appropriate drink to have during a game for hydration. Sports drinks are only needed for those players who are playing at extremely high-intensity for prolonged periods of time. A refillable bottle of water is cheaper, just as fast and easy to access, and just as successful at hydrating a player. Even though many young people will not be playing at the same intensity that Steven Adams does, they may believe that Powerade ION4 is superior to water and will be encouraged to purchase the product.</p> <p>If people who are sporty and active feel they need to purchase and use Powerade ION4 to enhance their performance, this may make them drink less water, which could actually be detrimental for their health, as well as costing them a lot of money. This advertisement does not give any indication of the sugar content of the drink, which, if high, could result in people consuming more sugar than they need. In the long term, this can lead to health issues such as tooth decay and even type 2 diabetes. While this is perhaps unlikely for the target audience if they are following an active lifestyle, they would still need to be very active to use up the energy sugar provides in some of the sports drinks. Those people who simply like the idea of a sporty, active lifestyle who may choose this drink without actually engaging in high-energy sports activities and are more likely to suffer from the negative effects of consuming excess sugar in their diets.</p>

Question	Sample Evidence for Bellamy's Organic baby food
(a)	<p><i>Technique (1): Projecting an environmentally responsible image</i></p> <ul style="list-style-type: none"> • This advertisement presents “Bellamy’s Organic” baby food as a pure product which has not caused harm to the environment during production. <p><i>Technique (2): Uses nutrition information to gain credibility</i></p> <ul style="list-style-type: none"> • This advertisement presents itself as a source of valid information by using scientific nutrition jargon. This is designed to impress people with the nutrition content of the product.
(b)	<p><i>Technique (1):</i></p> <ul style="list-style-type: none"> • Explicit feature: “uncomplicated nutrition, pure and simple” and “organic”. <ul style="list-style-type: none"> - Implicit message: These words imply that this product contains no artificial additives such as flavours, colours, or emulsifiers and no chance of contamination from chemical spray residue. • Explicit feature: image of an apple orchard with a child <ul style="list-style-type: none"> - Implicit message: The image implies that the baby food products are made from fresh organic fruit and that they are just as good for your baby as the natural unprocessed fruit in the orchard. <p><i>Technique (2):</i></p> <ul style="list-style-type: none"> • Explicit feature: no added sugar, source of iron, and Vitamin C <ul style="list-style-type: none"> - Implicit message: This implies that Bellamy’s Organic baby food is healthy and nutritious. Your baby will miss out on vital nutrients if you don’t choose this brand. • Explicit feature: “prebiotic, with DHA, GOS” <ul style="list-style-type: none"> - Implicit message: Nutrition jargon is used, which the average consumer will most likely not have encountered before and so will not know their meaning but will be impressed by it. The implicit message is that this product is unlike other infant formulas, that it stands apart and is nutritionally superior.
(c)	<p>This product range is targeting wealthy, busy, health-conscious parents who believe the nutrition information gives the product credibility. They want the best start for their baby and can afford to pay for organic products.</p> <p>This advertisement is designed to stimulate the emotions. The word “PREMIUM” has universal emotional appeal.</p>

(d)	<p>The underlying messages in this advertisement are the reasons why people could think that they need to buy this product. All parents want the best start for their baby, but few have the time to prepare pureed fruits and vegetables, and cereals. Some lack confidence feeding their baby, so this advertisement could reassure them not to worry – Bellamy’s is the solution. The picture of the girl will make parents picture their own child growing up to be big and strong and associate that with feeding them Bellamy’s.</p> <p>Parents may feel that by choosing Bellamy’s they are staying true to their belief in helping the environment, as no chemical sprays will have been used on the ingredients.</p>
(e)	<p>The use of the word “organic” could mislead some consumers into thinking this food product is produced in an environmentally sustainable way. They could assume that Bellamy’s operates with consideration for the environment by adopting environmentally-sound manufacturing practices. In reality, this may not be the case. The use of this technique has increased over recent years to meet consumer demand for environmentally-friendly goods and services. Food marketers know that consumers are happy to spend a little extra on environmentally-friendly products. Purchases of products such as Bellamy’s that claim to be environmentally friendly help consumers feel empowered, healthy, and guilt free. It is unlikely that the pouches and lids are environmentally friendly and won’t end up in landfill.</p> <p>The advertisement suggests that it is normal to buy convenience products and plays on the vulnerability of parents, who could fear that their home-prepared vegetables are not good enough, and their baby will miss out on vital nutrients. The baby porridge will consist of rolled oats that are cheap to buy, even when organic. Families do not need their food budget stretched by buying unnecessary convenience products.</p> <p>The nutrient claims on the packaging in this advertisement are highly influential but are displayed minimally without details. A consumer would need further information to understand the form and state of the nutrients advertised, to be clear if the nutrients are whole foods or processed, and whether the nutrients will be effectively absorbed and used by the body.</p> <p>The use of the term “organic” with baby foods may seem desirable to some families. However, it could also be considered socially irresponsible, as it implies that this product is better than non-organic foods, which could lead families to lose confidence or question their ability to provide other nutritious foods for their babies. <i>“All food advertisements should be prepared with a due sense of social responsibility to consumers and to society. However, food advertisements containing nutrient, nutrition or health claims, should observe a high standard of social responsibility.” (NZ Code for Advertising of Food 2010)</i></p>

Question	Sample Evidence Sanitarium UP&GO
(a)	<p><i>Technique (1): Meal preparation and cooking are time-consuming and difficult</i></p> <ul style="list-style-type: none"> • This advertisement presents UP&GO liquid breakfast as a convenient solution for people with busy lifestyles, who don't have time to prepare breakfast. <p><i>Technique (2): Using nutrition information to gain credibility</i></p> <ul style="list-style-type: none"> • This advertisement uses nutrition terms such as low GI, fibre, and protein. This is designed to impress people with the nutrition content of UP&GO liquid breakfast.
(b)	<p><i>Technique (1)</i></p> <ul style="list-style-type: none"> • Explicit feature: "liquid breakfast" • Implicit message: This statement implies that this product is nutritionally sufficient to replace an entire meal, suggesting that it contains a range of nutrients, as a healthy meal should. This will appeal to those who lack time or lack the skills to prepare nutritious meals, but still want to eat healthy, balanced meals. These people will see this product as an easy way to consume a "complete meal" without having to take the time or effort to actually do so. • Explicit feature: "UP&GO" <ul style="list-style-type: none"> - Implicit message: The name of this product implies that this product will solve your rushed mornings. Once you stock your fridge with UP&GO, you will be able to get up, grab one, and go. The name is cleverly chosen to appeal to busy people. <p><i>Technique (2):</i></p> <ul style="list-style-type: none"> • Explicit feature: Nutrient jargon – Low GI, fibre + protein, no added sugar <ul style="list-style-type: none"> - Implicit feature: This implies that this product is nutritious, which will appeal to those aiming to follow a healthy diet or lifestyle. Many of those viewing this advertisement may not have encountered these terms before (e.g. low GI), and therefore do not know of their meaning, so will trust that these terms must mean that this product is a healthy choice. The use of these words also implies that this product is nutritionally superior to other products, and that if people choose another product, they may miss out on experiencing the positive effects of these nutrients. • Explicit feature: The word "NEW" <ul style="list-style-type: none"> - Implicit message: This implies that this product is not the same old UP&GO, which has been around for years – it is an exciting, improved formulation. The manufacturers have likely developed it to increase their sales and expand their market share. People get bored easily and love trying new products.
(c)	<p>This advertisement is designed to stimulate the emotions. The word "NEW" has universal emotional appeal.</p> <p>This advertisement targets a specific group of consumers for whom this product has been developed – in this instance, the intended market is people who don't want to spend time preparing food, and who have the disposable income to afford convenience products.</p>

(d)	<p>The underlying messages in this advertisement are the reasons why people could think they need to buy this product. Due to changing lifestyles, consumers are spending less time planning and preparing meals. They are seeking solutions that allow them to maximise their free time and spend more time doing the things they value. The convenience food trend is driven by this desire to create more leisure time. Eating alone at non-fixed mealtimes is becoming more common, e.g., slurping an UP&GO in the car on the way to work. This is a result of changed eating habits, attitudes toward cooking, and busy lifestyles.</p> <p>The UP&GO advertisement implies that it is much more than a drink – it is the busy person’s solution to the breakfast in a rush problem. This product symbolises the increased time pressures, stress, and work-life balance problems that consumers are increasingly experiencing nowadays. It implies that it is normal, even desirable, to be so busy in the mornings that a proper sit-down breakfast is out of the question. It appeals to and exploits the desire of most people to join the crowd of busy people with hectic lifestyles, as the perception is that busy people are doing well at work and have full, successful social lives.</p>
(e)	<p>The advertisers have chosen to focus on the attribute of time-saving convenience because this product is destined for the niche market of busy people. Other techniques would not be as suitable because the product is designed to be an easy meal solution. Using a role model to promote this product probably wasn’t used as it could have the effect of polarising the potential market and not everyone may feel positively towards the role model.</p> <p>The advertisement suggests that it is normal and OK that our society is stressed, time-poor, and losing valuable food preparation skills. The advertisement questions our beliefs about the merits of home cooking. Families benefit greatly from the ritual of eating meals together. They provide opportunities for sharing ideas and fostering closer bonds. The satisfaction gained from preparing food can be immense, and knowing you have the skill to do so, is self-empowering. None of this is achieved by having a pre-prepared drink.</p> <p><i>To expand market share, food companies must reach new customers, increase sales of product to existing customers, or do both – goals aimed at getting people to eat more. To achieve these goals, food companies use direct and indirect means. They promote sales directly through new product development, advertising, marketing, larger serving sizes, and appealing to new audiences. (Changing the diet of a Nation, Marion Nestle 2000). Sanitarium are trying to expand their market share by leading consumers to believe UP&GO is the solution to their time issues in the morning, when in reality, this product is just an expensive drink that will not give a feeling of satiety and therefore is not the best choice for breakfast.</i></p> <p>Sanitarium are taking advantage of the fact that the 2008 / 2009 New Zealand Adult Nutrition Survey (Ministry of Health) found that only 67% of New Zealanders over the age of 15 eat breakfast every day. They know that consumers will be influenced to buy a convenience product by the nutritional information used in the advertisement to make the product seem credible, but the consumer is unable to easily check the facts.</p> <p>Traditional breakfast choices such as rolled oats, Weetbix, and toast are “eat everyday Breads & Cereals”, often served with fruit and dairy products, such as milk and yoghurt. This product’s nutritional benefits are debatable, its flavour is “choc ice”, so while it claims to have “no added sugar”, it is likely to have some form of chocolate, a high-sugar ingredient. Any product with chocolate flavour is likely to contain more sugar than a traditional NZ breakfast, e.g. Weetbix and milk.</p> <p>The serving size of 250ml would not be very filling so people may be tempted to drink more than one UP&GO. They may find they are hungry by mid-morning and may not make the best choices at their work canteen, which often stock high-fat foods, e.g. sausage rolls. This could lead to weight gain. Key results of the 2008 / 2009 New Zealand Adult Nutrition Survey (Ministry of Health) found that 27% of the adult New Zealand population were considered obese. An additional 37% were considered overweight. This places a heavy burden on our health system.</p>