

## Assessment Schedule – 2022

### 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 how advertising techniques convey <b>explicit</b> 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 <b>implicit</b> messages 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><b>challenging the messages</b> conveyed in the food advertisements</li> <li>providing <b>reasoned arguments</b> that challenge how advertising affects food choices and well-being.</li> </ul>

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.	<b>Shows some understanding</b> of the techniques being used to convey messages; features are identified.	<b>Demonstrates understanding</b> of ONE technique used in food advertising  AND explains how the technique conveys explicit messages that influence food choices and well-being.	<b>Demonstrates understanding</b> of TWO techniques used in food advertising  AND explains how the techniques convey explicit messages that influence food choices and well-being.	<b>Explains</b> how ONE advertising technique conveys implicit messages in food advertising  AND explains how the messages influence food choices and well-being.	<b>Explains</b> how TWO advertising techniques convey implicit messages in food advertising  AND explains how the messages influence food choices and well-being.	<b>Challenges</b> the message conveyed by ONE technique in the food advertisement through reasoned argument related to food choices and well-being.	<b>Challenges</b> the messages conveyed by TWO techniques in the food advertisement through reasoned argument related to food choices and well-being.

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

Evidence for:

- Moo Chews, pages 2–3
- KFC Magnum Box Meal, pages 4–5
- Chantal Organics, pages 6–7.

**Evidence**

<b>Part</b>	<b>Sample Evidence for <i>Moo Chews</i> advertisement</b>
(a)	<p><i>Technique (1): Uses nutrition information to gain credibility</i></p> <ul style="list-style-type: none"> <li>• This frames the advertisement as a source of valid information by displaying nutrient claims such as “calcium for bones and teeth”. This is designed to impress people with the nutrition content of the product.</li> </ul> <p><i>Technique (2): Links food products or brands to a particular lifestyle</i></p> <ul style="list-style-type: none"> <li>• This technique focuses on attributes of the food product, which will appeal to consumers who have made a conscious decision to follow a health-conscious lifestyle.</li> </ul>
(b)	<p><i>Technique (1): Uses nutrition information to gain credibility</i></p> <ul style="list-style-type: none"> <li>• Explicit feature: The words / slogan / claim “calcium for bones &amp; teeth”, “real fresh fruits”, and “premium whole milk” <ul style="list-style-type: none"> <li>- Implicit message: These supplements contain all the nutrition found in natural wholefoods such as fruits and milk, and that without them, your child may not develop strong bones and teeth.</li> </ul> </li> <li>• Explicit feature: The words / slogan / claim “uses Xylitol &amp; no artificial colours or sweeteners” in the top right corner as a sticker-like image <ul style="list-style-type: none"> <li>- Implicit message: This is a safe, natural product that will not harm your child.</li> </ul> </li> </ul> <p><i>Technique (2): Links food products or brands to a particular lifestyle</i></p> <ul style="list-style-type: none"> <li>• Explicit feature: The words / slogan / claim “a yummy and convenient supplement for growing children” <ul style="list-style-type: none"> <li>- Implicit message: Children will be eager to eat this as they like the taste, plus it will be an easy solution to fit into a healthy lifestyle.</li> </ul> </li> <li>• Explicit feature: The picture of the cow and the name 'Moo chews' <ul style="list-style-type: none"> <li>- Implicit message: This is a fun, easy way to get the natural goodness of dairy without having to eat cheese or drink milk.</li> </ul> </li> </ul>
(c)	<p>The advertisement is designed to appeal to parents / caregivers who are health-conscious, wealthy (if they are to afford an expensive product), educated (to know their children need calcium), and literate enough to read the amount of text that is on the ad. The use of emotive language such as ‘goodness’, ‘scrumptious’, ‘yummy’, and ‘convenient’ appeals to parents / caregivers who are concerned about the nutrient intake of their children. Parents may see this product as an easy solution if their child is a ‘picky’ eater.</p> <p>The advertisement is designed to stimulate the reader’s emotions (particularly parents and children) through the picture of a cute cartoon cow. The child may love the image and pester their parents to buy the product. Our emotional response can be very strong and override our logical thoughts when it comes to purchasing decisions.</p>

<p>(d)</p>	<p>The features of the advertisement imply that whole foods such as milk, yoghurt, and cheese are boring, inconvenient, and not yummy to eat. <i>Moo Chews</i> paints a picture of how quickly and easily the same nutrient content can be gained by eating a Moo Chew. The implication is also that getting your 3+ a day serves of dairy is an annoying, time-consuming chore that forces children to eat foods they do not like and that taking this supplement is ‘yummy’, so there will no longer be family food battles.</p> <p>It may make parents think that their children will miss out on vital bone and teeth strengthening calcium if they do not buy this product. This could lead to stress on a tight food budget, as these products are presumably not cheap. Some parents may feel mental / emotional relief at believing that <i>Moo Chews</i> is an easy solution for their child to meet the R.D.I of calcium. Spiritually, this product may challenge people who believe in only consuming whole-foods. Socially, <i>Moo Chews</i> are less likely to be enjoyed with others as a meal would. Taking a supplement will not encourage children to associate food with spending time with others.</p>
<p>(e)</p>	<p>To target health-conscious parents / caregivers, the advertisers have focused on the attribute of nutritional value. The information about calcium may lead the parent / caregiver to fear that their child has inadequate calcium intake in their diet. This plays on the vulnerability of parents who want the best for their children and are susceptible to such advertising. Purchasers may believe that nutritional information gives the product credibility over other products. Compared to other countries, New Zealand has a high number of people suffering osteoporosis or brittle bone disease. Because of this, some could argue that supplements such as <i>Moo Chews</i> support the health system. This could be challenged by the argument, that those purchasing <i>Moo Chews</i> are likely people who have adequate diets and are not in need of such a supplement, leading to too much ingested calcium, which could cause future health issues.</p> <p>The idea that taking a supplement can replace eating calcium rich foods such as milk, cheese, and yoghurt questions pre-existing beliefs about the merits of eating whole foods to ensure nutrient needs are appropriately met. Parents who are influenced to give this product to their children may stop encouraging them to eat dairy foods because they believe they are getting all the calcium they need from the <i>Moo Chews</i>. This could lead to decreased motivation to prepare nutritious, balanced snacks and meals that fit the Ideal Plate Model – what’s the point of preparing nutritious snacks, when children can get their nutrient needs from “yummy” and “scrumptious” <i>Moo Chews</i>?</p> <p>Reliance on supplements may promote a long-term habit of not bothering to plan meals to provide a balance of foods (four food groups each day FNG1). Bad habits like this can lead to digestive problems such as constipation due to lack of dietary fibre and bulk in diet. It could also add to the societal issue of New Zealand’s high rates of bowel disease.</p> <p>The credibility of the information is low, with the flavours being vanilla, chocolate, and strawberry, the claim of “Using only real fresh fruits...” could likely be challenged with strawberry being the only fruit-resembling ingredient visible. It is hardly credible to claim that the frozen, then powdered (highly processed) fruit is “the nutritious goodness nature has to give”. While these supplements use xylitol (a natural sugar substitute), they will be sweet and may contribute to sweet food cravings. Exposure to textures / flavours from different dairy foods would help children develop a taste for savoury flavours. Eating whole foods is preferable to eating processed supplements, because the form and state of the nutrients in whole foods can be reliably digested and absorbed compared to synthetic nutrients in tablet form.</p> <p>The message of easy convenience to busy family lifestyles can be challenged. There are so many ways calcium-rich dairy foods can be made into super quick, yummy, on-the-go snacks. A smoothie in a non-spill cup can be consumed on the way to an after-school sports practice and has the added benefit of meeting the calcium AND energy needs of a child. Cheese can be bought in a convenient pre sliced pack, so easy to pop between slices of bread or crackers for a filling, calcium-rich snack. Broccoli, sardines, and almonds are non-dairy calcium-rich alternatives. The implication the advertisement makes that these easy home-made snacks are going to cramp your lifestyle is just not true. The question remains: in the eyes of the consumer, can a processed, packaged, perfectly-formed pill realistically replace whole dairy foods with their variety of flavours and textures?</p>

Part	Sample Evidence for KFC Magnum Box Meal advertisement
(a)	<p><i>Technique (1): Offers promotional deals to purchasers</i></p> <ul style="list-style-type: none"> <li>• This technique frames KFC as a convenient solution for people whose busy lifestyles leave limited time for the task of meal preparation.</li> </ul> <p><i>Technique (2): Implies that meal preparation and cooking are time-consuming and difficult</i></p> <ul style="list-style-type: none"> <li>• This technique promotes a value-added bonus or deal to the product with the intention of persuading the consumer to buy the product based on price or quantity. In this instance a meal box of chicken, chips, and a burger, with a Magnum ice cream.</li> </ul>
(b)	<p><i>Technique (1): Offers promotional deals to purchasers</i></p> <ul style="list-style-type: none"> <li>• Explicit feature: the picture of the meal – chicken, burger, chips, and a Magnum ice-cream               <ul style="list-style-type: none"> <li>- Implicit message: That this is a complete meal, a large portion which will satisfy your hunger.</li> </ul> </li> <li>• Explicit feature: The word 'meal' along the bottom               <ul style="list-style-type: none"> <li>- Implicit message: This is not a snack, you don't need to bother cooking because this is your meal go-to solution.</li> </ul> </li> </ul> <p><i>Technique (2): Implies that meal preparation and cooking are time-consuming and difficult</i></p> <ul style="list-style-type: none"> <li>• Explicit feature: \$10.99 in gold and diamonds               <ul style="list-style-type: none"> <li>- Implicit message: This box meal is excellent value for money. The size of the 10 is large in comparison to the 99, this might lead the consumer to believe the price point is closer to \$10 than to \$11. The gold and diamond chain may also draw associations with famous rappers who wear this style of bling.</li> </ul> </li> <li>• Explicit feature: the slogan 'save like a boss'               <ul style="list-style-type: none"> <li>- Implicit message: This box meal will save you money compared to cooking at home and elevate your status from ordinary to a 'boss'. Candidates may comment on the word "BOSS" to signal the meal is for bosses who lead busy lives, OR it may imply that you will become a boss if you have this meal. "Gangsta boss" may indicate colloquial association with the meal and famous rappers due to the studded neck chain.</li> </ul> </li> </ul>
(c)	<p>The techniques used in this advertisement are designed to appeal to the value-conscious consumer who is seeking a convenient meal solution. The advertisement has no people featured and no particular setting, which could link the meal deal with a particular lifestyle or group, in order to appeal to as many value-conscious, time-poor consumers as possible, in order to increase their share of the convenience food market.</p> <p>The gold bling and the use of the word 'boss' is appealing to people's sense of humour – painting a picture of ordinary people becoming cool by choosing this box meal.</p>

<p>(d)</p>	<p>The box meal idea is very persuasive – all is provided – a main course and dessert all-in-one, eliminating the need for any additional food preparation or sourcing from elsewhere by the consumer. The purchaser clearly knows from the advertising just what to expect in this deal because the food items are pictured [used to clarify what each item looks like]. Because “what you see is what you get”, the purchaser is made to feel well-informed and therefore comfortable with buying this box meal.</p> <p>The advertisement suggests that it is normal and OK that our society is stressed, time-poor, and losing valuable food preparation skills. Studies have shown that families benefit greatly from sharing home cooked meals together. Family meals 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. Having takeaways for a meal involves no skill or satisfaction from meal preparation. This product contains multiple possible reasons for reduced mental and emotional well-being including: weight-gain caused by the high fat content, tooth decay from the sugars in the ice-cream, and high-blood pressure from the high sodium in the chips. Socially, many are likely to eat KFC with friends, or even meet up at a KFC store. For others, choosing fast-food as a drive-through takeaway may be a solitary act. Regular ordering of this product may affect spiritual well-being through the loss of cultural culinary knowledge (traditional ingredients, dishes, and cooking skills).</p>
<p>(e)</p>	<p>The KFC advertisement promotes a box meal which lets you ‘save like a boss’ and captures the attention of the reader with the use of gold and diamond ‘bling’. The bonus of an ice cream thrown in the box deal has the intention of persuading the consumer to buy the meal on the basis of price and quantity – which at first glance may be perceived to be great value for money. This emphasis on a big, cheap meal is the main thrust of the advertisement and masks the total lack of nutrition information and guidance on portion size.</p> <p>The credibility of the advertisement is low. On closer inspection, people will find that the price tag is misleading. If the meal was being purchased for a family, the cost of \$10.99 each would soon add up to a total of \$44 or \$55, which would pay for two home cooked meals. There is no drink included in the box meal – it is highly likely that people would add a drink to the meal which would be further cost, making this promotional deal to ‘save like a boss’ not good value for money at all. Those taken in by the ‘boss’ slogan will sadly find their status unchanged after buying this box meal; they will still be living their very ordinary lives.</p> <p>This advertisement promotes the idea that the combination of foods being offered represents a normal balanced meal, because a main course and dessert are part of the box meal. In reality, this is far from an ideal meal. The box meal is significantly lacking in ingredients from the fruit and vegetable group, only some lettuce is seen in the burger. It has far too much protein with three serves of chicken, and too much starch with a burger bun and a serve of chips. It is irresponsible of KFC to advertise their food in this way, promoting the idea that it is acceptable to eat such energy-dense food for an everyday meal. The box meal is photographed to look large, but the reality is often disappointingly smaller than expected, with a tiny burger and small pieces of chicken that are mainly skin and coatings. This may require some people to prepare something else to eat after the box meal, which makes it not such a convenient, time-saving meal option after all.</p> <p>The advertisement questions our beliefs about the merits of home cooking, and reinforces the perception that cooking is difficult and time-consuming, and will further encourage the worrying trend of people not cooking meals from fresh, unprocessed, whole foods. Eating whole foods is preferable to eating processed fast foods which are high in fat and salt (fried chicken and chips) and sugar (ice cream). It is possible that this type of marketing could induce overeating, leading to an over-consumption in energy. In New Zealand, an estimated 35% of the population aged over 15 are overweight, while 25% are obese. Obesity has been well-established as a key risk factor for major chronic illnesses such as cardiovascular diseases, type 2 diabetes, and some cancers. Obesity in New Zealand costs the country between \$700–800 million a year in healthcare costs and lost productivity; money that could be helpful in other areas such as education.</p>

Part	Sample Evidence for Chantal Organics advertisement
(a)	<p><i>Technique (1): Projects an environmentally responsible image</i></p> <ul style="list-style-type: none"> <li>• This advertisement uses the technique 'Projecting an environmentally responsible image' in which Chantal Organics presents their granola in a way that indicates or implies that it is not harmful to the environment, and that by purchasing it, you will be helping protect the environment for future generations.</li> </ul> <p><i>Technique (2): Using nutrition information to gain credibility</i></p> <ul style="list-style-type: none"> <li>• This advertisement uses the technique 'Using nutrition information to gain credibility' which frames the advertisement as a source of valid information by displaying nutrient claims such as 'sulphite free' and '4.5g fibre'. This is designed to impress people with the nutrition content of the product.</li> </ul>
(b)	<p><i>Technique (1):</i></p> <ul style="list-style-type: none"> <li>• Explicit feature: The word 'organic' in the product name, plus 'free from preservatives, GMOs, synthetic pesticides' <ul style="list-style-type: none"> <li>- Implicit message: This cereal has been made from natural ingredients which have not been genetically modified and have been grown without the use of artificial sprays and fertilisers, making it a good choice for your health and the health of the environment.</li> </ul> </li> <li>• Explicit feature: The words 'nature' and 'healthy planet' on the bottom right corner <ul style="list-style-type: none"> <li>- Implicit message: Chantal Organics is a company who are taking responsible steps to protect the environment and that by buying their product you are also looking after nature and leaving a healthy planet for future generations.</li> </ul> </li> </ul> <p><i>Technique (2):</i></p> <ul style="list-style-type: none"> <li>• Explicit feature: The amount of fibre and protein is displayed on the front of the packet <ul style="list-style-type: none"> <li>- Implicit message: This implies that this cereal is superior to other cereals in terms of nutrient content, so it is a great choice.</li> </ul> </li> <li>• Explicit feature: The words 'for a healthy you' on the bottom right corner <ul style="list-style-type: none"> <li>- Implicit message: This implies that this cereal is a healthier choice of cereal and will not contribute to people developing health problems. It implies that this cereal is good for you.</li> </ul> </li> </ul>
(c)	<p>The target market are consumers who make choices about the companies they buy from based on their desire for a more sustainable existence. They are socially and environmentally aware, and conscious that their purchasing decisions have implications on the environment. The access to the website for 'sustainable living inspiration' will appeal emotionally to these consumers, as will the words 'feel good', 'healthy you' and 'delicious'.</p> <p>Advertisers know there is a swing away from imported products and the message of 'buy local' is getting stronger. The advertisers of Chantal Organics have emphasised 'NZ owned' to ensure people are tuned into the message that this is a local product and therefore appeals to those people who are keen to support local business.</p>

<p>(d)</p>	<p>The environmentally responsible approach has been used because it aligns with the company branding as an organic food manufacturer. The advertisers know very well that consumers will be swayed emotionally by this technique because they know we feel good about caring for the environment.</p> <p>Using nutrition information is a clever tactic. The nutritional claims of high fibre will appeal to people who may know that consuming too little fibre can be damaging to their health. They may feel that this must be a superior product to the other granolas / mueslis on the supermarket shelf because of its fibre content. If their diet is low in fibre, choosing a higher fibre cereal could benefit their physical well-being through digestive and bowel health. Families may be encouraged to make breakfast a social priority with this product. Spiritually, beliefs in environmental sustainability may be supported.</p>
<p>(e)</p>	<p>The messages in this advertisement can be challenged.</p> <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 make the assumption that Chantal Organics operates with consideration for the environment by adopting environmentally sound manufacturing practices. In reality, this may not be the case. Certainly, the pouches look like they are plastic so will probably end up in landfill. The credibility of the environmentally friendly message of this advertisement is therefore low.</p> <p>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 Chantal Organics that claim to be environmentally friendly help consumers feel empowered, healthy, and guilt-free.</p> <p>The nutrient claims on the packaging are highly influential but do not mean these are nutritionally superior than other brands or home-made. Are the protein, fibre and prebiotics naturally occurring in the granola or are they synthetic? People may believe the cereal will meet their RDI for these nutrients and reduce their intake of fibre and protein whole-foods such as lean red meat and wholegrain breads. The FNGs recommend eating a variety of foods from the four food groups. Nutritional claims that Chantal Organics are using (e.g. fibre on packaging) may be irresponsible as they mislead the consumer and influence them to make poor dietary decisions. The nutritional information is therefore not credible, as it is incomplete.</p> <p>Chantal Organics are using the nutritional claims to distract attention from the other nutrients in the cereal. There is no mention of the energy content – possibly because it is high in fat and sugar, making it high in kilojoules. Many people will probably ignore the recommended serving size and fill their bowl. While most very active people can usually burn off these unwanted kilojoules, less active people could find it difficult to use the energy provided by the cereal. The excess energy could end up converted to adipose tissue, which can lead to health issues such as obesity and Type 2 diabetes in later life. An estimated 35% of New Zealanders aged over 15 are classed as overweight and 25% are classed as obese. Obesity is a key risk factor for major chronic illnesses such as cardiovascular diseases, type-2 diabetes, and some cancers. It costs the country between \$700–800 million a year in health care costs and lost productivity.</p>