

## Assessment Schedule – 2023

### 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.	<p><b>Demonstrates understanding</b> 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><b>Demonstrates understanding</b> 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><b>Explains</b> 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><b>Explains</b> 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><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><b>Challenges</b> 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:

- CeresOrganics Quinoa, pages 2–3
- Herbalife Nutritional Shake Mix, pages 4–5
- Tip Top Super Vege Bread, pages 6–7

#### Cut Scores

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

## Evidence

Part	Sample Evidence for Advertisement One: CeresOrganics Quinoa
(a)	<p><i>Technique (1): Projecting an environmentally responsible image.</i></p> <ul style="list-style-type: none"> <li>This technique frames the product in a way that indicates it is not harmful to the environment and that, by purchasing it, the consumer is helping to protect the environment for future generations because composting the packets will reduce rubbish in landfill.</li> </ul> <p><i>Technique (2): Linking 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 certain lifestyle and choose to buy organic, sustainable, fair-trade products.</li> </ul>
(b)	<p><i>Technique (1): Projecting an environmentally responsible image.</i></p> <ul style="list-style-type: none"> <li>Explicit feature: The gold sticker with the image of a woman hugging the world and the words “integrity in today’s food, shaping tomorrow’s world”. <ul style="list-style-type: none"> <li>Implicit message: This product has won a gold medal or an award, so may be better than other environmentally friendly products. Choosing this product means being part of shaping a positive future for the environment and generations to come.</li> </ul> </li> <li>Explicit feature: The background image of grass and soil, with the words “now you see it ... now you don’t”. <ul style="list-style-type: none"> <li>Implicit message: The packaging can be dug into the garden and will decompose leaving no trace, and so will not become garbage adding to landfill. It is a healthier choice for the environment, suggesting this company cares for the environment, so making it a good choice.</li> </ul> </li> </ul> <p><i>Technique (2): Linking food products or brands to a particular lifestyle.</i></p> <ul style="list-style-type: none"> <li>Explicit feature: A fair-trade icon and the words “EcoSocial fair trade ... our guarantee that this quinoa is fairly building our global communities”. <ul style="list-style-type: none"> <li>Implicit message: The growers of this quinoa have been treated fairly. CeresOrganics is a company with ethical values and guiding principles, dealing with growers ethically and paying a fair price for ingredients.</li> </ul> </li> <li>Explicit feature: The <i>bio-gro</i>, certified organic icon and text “organically &amp; sustainably grown”. <ul style="list-style-type: none"> <li>Implicit message: This quinoa has been made from natural ingredients and has not been genetically modified or grown using artificial sprays and fertilisers. It is a better choice for personal health and the health of the environment than other products not displaying this sticker.</li> </ul> </li> </ul>
(c)	<p>The target market are consumers who make choices about the companies they buy from, wanting a more sustainable lifestyle. They are socially and environmentally aware and are conscious that their purchasing decisions have implications for the environment. The advertising techniques used are designed to show CeresOrganics is a company that takes responsible steps to protect the environment. By buying their product, consumers are also looking after the environment. The advertisement makes links to a sustainable lifestyle, to the environmental benefits of buying natural, organic products with sustainable packaging, and to easing social issues faced by farmers in developing countries.</p> <p>This advertisement is designed to stimulate emotions and make the consumer feel good about choosing this product. The use of colloquial language, e.g. “Pretty cool aye :)” is appealing and invites agreement that the packaging disappearing into the soil is a great idea. The text on the packaging, “Meet quinoa”, as well as telling us how to pronounce it, also personifies the product. This may encourage more conservative consumers to feel more confident to try something a little exotic that also aligns with lifestyle choices.</p>
(d)	<p>The environmentally responsible approach has been used, aligning with the branding as an organic food manufacturer. Advertisers know consumers will commonly be emotionally influenced by this technique because they may feel proud of caring for the environment.</p> <p>The features imply that purchasing this product will support consumers in meeting lifestyle goals of being environmentally aware and having a social conscience, knowing this product aligns with their beliefs. Consumers may feel good about not contributing to landfill waste and about making healthy choices for food with no pesticide residues.</p>

Part	Sample Evidence for Advertisement One: CeresOrganics Quinoa
(e)	<p>The messages in this advertisement can be challenged.</p> <p>The use of the words “organic” and “home compostable” suggests that this product is produced in an environmentally sustainable way. It implies that <i>CeresOrganics</i> operates with consideration for the environment, adopting environmentally sound manufacturing practices. However, there is no specific evidence in the advertisement that can be verified easily. The increase in consumer demand for environmentally friendly goods and services has seen an increase in the use of this technique. Food marketers know that consumers may be happy to spend more on environmentally friendly products. Purchases of products such as <i>CeresOrganics</i>, claiming to be environmentally friendly, may cause consumers to feel empowered, healthy, and proud they are contributing to a positive movement that aims to leave the environment in better shape for the future.</p> <p>The advertisement indicates the packaging is compostable and can be dug into the soil, perhaps making it appealing to consumers with limited composting options. However, this requires the packaging to consist only of organic matter and the claim cannot be verified easily. It may need the conditions of a compost heap to decompose and, with the rise of apartment living and town houses, much of this packaging may end up in rubbish destined for landfills.</p> <p>Consumers who have made a conscious commitment to a sustainable lifestyle and fair-trade products may feel this product fits their beliefs and values. However, while the fair-trade icon implies producers have received a fair price, consumers cannot be confident that other workers along the supply chain have been treated ethically or have been paid a living wage. Advertisers may use the fair-trade icon with full knowledge that it applies to only one aspect of a product. Such use is misleading, given that consumers may assume it applies to every step of the production.</p>

Part	Sample Evidence for Advertisement Two: Herbalife Nutrition – Nutritional Shake Mix
(a)	<p><i>Technique (1): Using nutrition information to gain credibility.</i></p> <ul style="list-style-type: none"> <li>• This advertisement frames the product in a way which portrays the shake as a valid source of nutrients, stating the protein content and using words like “Low GI”. This is designed to impress people with the nutrition content of the product.</li> </ul> <p><i>Technique (2): Implying meal preparation and cooking are difficult and time consuming.</i></p> <ul style="list-style-type: none"> <li>• This technique frames <i>Herbalife Nutrition Nutritional Shake</i> as a convenient solution for people who may want to lose weight and / or whose lifestyles may be limited in terms of time for meal preparation.</li> </ul>
(b)	<p><i>Technique (1): Using nutrition information to gain credibility.</i></p> <ul style="list-style-type: none"> <li>• Explicit feature: The brand name, <i>Herbalife Nutrition</i>, with the logo of a green stylised leaf. <ul style="list-style-type: none"> <li>- Implicit message: This product has been made with fresh green herbs so is packed full of nutrients and is, therefore, a healthy choice.</li> </ul> </li> <li>• Explicit feature: The words “packed with vitamins and minerals”. <ul style="list-style-type: none"> <li>- Implicit message: This shake contains more vitamins and minerals than a meal you prepare yourself and is a healthier choice than whole foods.</li> </ul> </li> </ul> <p><i>Technique (2): Implying meal preparation and cooking are difficult and time-consuming.</i></p> <ul style="list-style-type: none"> <li>• Explicit feature: The text “Shake Mix is a healthy balanced meal”, in green. <ul style="list-style-type: none"> <li>- Implicit message: Shake Mix is a healthy, balanced meal, just as good as whole foods, without the hassle of washing and chopping fruit.</li> </ul> </li> <li>• Explicit feature: The strawberry shake in the glass, with the fresh strawberries alongside. <ul style="list-style-type: none"> <li>- Implicit message: Shake Mix is quick and convenient, made from fresh strawberries without the inconvenience of buying and preparing fruit. You just add milk and stir. You don’t need a blender so less clean-up is needed than with a cooked meal.</li> </ul> </li> </ul>
(c)	<p>This advertisement is directed at consumers who may be concerned about calorie intake and may want to lose weight, and those with busy lives and little time for meal preparation.</p> <p>The advertisement is designed to link an emotional concern about weight to a solution that seems practical, healthy, and claims to be “scientifically developed”. Emotional responses can be strong and can override logic when it comes to buying decisions. The phrase “#1 in the World” also suggests this is an award-winning product, superior to similar products.</p> <p>As a shake is quick and easy to prepare, the advertisement may also appeal to consumers emotions by promoting convenience and reducing stress associated with meal preparation.</p>
(d)	<p>The 2020 / 21 Health Survey, carried out by the Ministry of Health, found “around 1 in 3 adults (aged 15 years and over) were classified as obese (34.3%), up from 31.2% in 2019 / 20.”<sup>1</sup> This has seen a corresponding growth in the market for weight loss products. This advertisement is very persuasive with its nutrition claims and the claim to be “#1 in the World”. People may think the product is fail-safe and that results are guaranteed.</p> <p>The shake may promote a sense of relief for busy, time-poor people in being able to consume a nutrient-dense shake and solve their time issues.</p> <p>The shake may not encourage a sociable context for eating. It is designed to be made and consumed quickly, most likely on your own as opposed to with others eating a meal. This may mean people using the shake are more likely to turn down opportunities to eat with family and friends, potentially having a negative impact on social well-being.</p> <p><sup>1</sup> <a href="https://www.health.govt.nz/nz-health-statistics/health-statistics-and-data-sets/obesity-statistics">https://www.health.govt.nz/nz-health-statistics/health-statistics-and-data-sets/obesity-statistics</a></p>

<b>Part</b>	<b>Sample Evidence for Advertisement Two: Herbalife Nutrition – Nutritional Shake Mix</b>
(e)	<p>The advertisers have chosen to focus on nutritional value, for the market of weight-conscious people who may believe the nutrition information ensures credibility, and who may lack the time, skills, or knowledge to prepare low-calorie, whole food meals. It is advertised as “a healthy balanced meal”, and, with the current trend towards high-protein diets, it may appeal to people wanting to restrict calories, without the consequences of hunger. However, it is very low in calories (205) and is likely to have a low satiety value, possibly leading to other eating to make up for that, resulting in possible weight gain. Some people may decide to replace all their meals with this shake, possibly leading to negative health outcomes as a result of a poorly balanced diet (e.g. malnutrition).</p> <p>The approach of an ultra-processed shake that can replace a whole food meal aims to challenge the merits of balanced, whole food meals to ensure nutrient and energy needs are met. Consequently, people who are influenced to use this product may reduce their consumption of foods from the four food groups, in their whole state. People may be influenced further, becoming less motivated to prepare balanced meals at home. A loss of practical cooking skills has already been identified in New Zealand. This may lead to further reliance on processed products, for convenience, containing artificial ingredients that may not be absorbed as well as the nutrients in whole foods, leading to deficiency diseases, which may burden the health system further.</p> <p>The advertisement may challenge the merits of home cooking, reinforcing a perception that cooking is difficult and time-consuming, and may also discourage time spent preparing and / or sharing food with friends and family. However, studies have shown the benefits of eating meals together, providing opportunities for sharing conversation and ideas, and fostering closer bonds. There are also benefits to be gained from the process of preparing food, including self-empowerment and increased confidence in skills and knowledge – benefits which cannot be had from meal replacement shakes.</p>

Part	Sample Evidence for Advertisement Three: Tip Top Super Vege Bread
(a)	<p><i>Technique (1): Offering promotional deals to consumer.</i>                      This technique focuses on promoting a value-added bonus or deal to persuade consumers, offering a chance to win \$500 by buying this product.</p> <p><i>Technique (2): Using nutrition information to gain credibility.</i></p> <ul style="list-style-type: none"> <li>• This technique is shown by displaying nutrient claims such as “20% vegetables in every slice”, designed to impress people with the nutrition content of the product.</li> </ul>
(b)	<p><i>Technique (1): Offering promotional deals to consumers.</i></p> <ul style="list-style-type: none"> <li>• Explicit feature: The words “Make Back to School Super, be in to win \$500 every day.”                             <ul style="list-style-type: none"> <li>- Implicit message: Winning \$500 will change the back-to-school vibe from humdrum to wonderful. You are not just buying bread; you are buying an opportunity to feel “super”. This bread has more value than other brands because you will get more bang for your buck.</li> </ul> </li> <li>• Explicit feature: The words “WIN with Onecard.”                             <ul style="list-style-type: none"> <li>- Implicit message: You also win by simply using your <i>Countdown</i> Onecard. This is a better deal than breads without a promotion, and this promotion is only available here so grab this exclusive offer now.</li> </ul> </li> </ul> <p><i>Technique (2): Using nutrition information to gain credibility.</i></p> <ul style="list-style-type: none"> <li>• Explicit feature: The words “20% vegetables in every slice”                             <ul style="list-style-type: none"> <li>- Implicit message: This bread contains all the nutrition found in natural whole foods such as beetroot, carrot, and spinach. This is an easy way to make sure your children get the goodness of vegetables.</li> </ul> </li> <li>• Explicit feature: The words ‘Super Vege for Super Kids’, with the image of the superhero beetroot weightlifting the bread.                             <ul style="list-style-type: none"> <li>- Implicit message: This bread is a great choice and will help your children grow, develop, reach their full potential, and become “super”.</li> </ul> </li> </ul>
(c)	<p>The images of vegetables dressed as superheroes are fun and may grab the attention of the intended target market of parents and caregivers. It may also appeal to children, often out shopping with caregivers, who may further encourage the purchase. Cute images appeal to emotions, as do words like “super” which are commonly associated with positive images and elicit emotional responses.</p>
(d)	<p>Using nutrition information is an effective strategy. The nutritional claim of “20% vegetables in every slice” aims to appeal to people who understand that eating enough vegetables supports positive health outcomes. These consumers may be persuaded this is a superior product to other breads on the supermarket shelf. They may also be persuaded it is a healthier product choice for any children who don’t like vegetables, giving them confidence that it contains more nutrients than other breads. Parents who believe in feeding their kids healthy, nutrient-dense foods will be relieved to find a bread which aligns with their values.</p>

<b>Part</b>	<b>Sample Evidence for Advertisement Three: Tip Top Super Vege Bread</b>
(e)	<p>The advertisers have chosen to focus on nutritional value, for the market of health-conscious people who may believe the nutrition information ensures credibility, and who may fear their children’s vegetable intake is inadequate. This plays to the vulnerability of parents, wanting the best for their children and who may be susceptible to the use of nutrition information.</p> <p>The approach that this product can perhaps replace vegetables aims to challenge the merits of eating whole foods to ensure nutrient needs are appropriately met. Parents influenced to give this product to their children may stop encouraging them to eat vegetables, in the belief that sufficient nutrients are provided by the bread. They could also be influenced further and make less effort to prepare nutritious, balanced snacks and/or meals, on the assumption that nutrient needs can so easily be met by the bread. Products that make claims of being a good nutritional replacement for whole foods may mislead the consumer and influence them to make poor food choices and buying decisions. Reduction in the consumption of real vegetable will reduce dietary fibre intake, and may lead to lifestyle diseases such as bowel disorders (e.g. constipation and cancer), putting further strain on the health system.</p> <p>The promotion works well as it generates some hype and excitement and may influence people to make quick decisions to take advantage of the offer. This technique is in common use and is appealing. In hopes of being a lucky winner, people may ignore the price of the bread, choosing to buy it because of the promotion. It may also lead people to overlook other brands of bread that may be cheaper, more nutritious, with a higher content of dietary fibre.</p> <p>The advertisement aims to create consumer hype using this technique, and to influence people to choose the product based on hopes of winning. The promotion indicates there is a winner every day, but the promotion is likely to be nationwide, meaning the odds of winning may be lower than consumers understand them to be. Excessive purchasing to increase the odds of winning could lead to financial stress in a time of a cost-of-living crisis.</p>