

Assessment Schedule – 2024

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>makes some attempt to explain 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>	Challenges the message conveyed by ONE technique in the food advertisement through reasoned argument related to food choices and well-being.	Challenges 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:

- We* the many prebiotic granola, pages 2–3
- Red Bull Racers, pages 4–5
- Edgell Nourish Bowl, pages 6–7

Evidence

Part	Sample Evidence for Advertisement One: We* the many prebiotic granola
(a)	<p><i>Technique (1): Projecting an environmentally responsible image</i></p> <ul style="list-style-type: none"> This technique frames the product in a way that suggests it is not harmful to the environment and, by purchasing it, you will be helping protect the environment for future generations. <p><i>Technique (2): Using nutrition information to gain credibility</i></p> <ul style="list-style-type: none"> This advertisement presents itself as a source of valid nutrition information by using scientific nutrition jargon such as “prebiotic” and “resistant starch fibre”. This is designed to impress people with the nutrition content of the product.
(b)	<p><i>Technique (1): Projecting an environmentally responsible image</i></p> <p>Explicit features: Image of wind turbines, text in relating to “... 50% carbon reduction ...”, green packaging</p> <ul style="list-style-type: none"> Implicit message: This company uses renewable energy only and contributes to carbon reduction, so does not contribute negatively to climate change. <p>Explicit feature: The heading “Healthy Planet”</p> <ul style="list-style-type: none"> Implicit message: This product is environmentally friendly, having direct benefits for the Earth; it is more than just a cereal, contributing to the protection of the Earth. <p><i>Technique (2): Using nutrition information to gain credibility</i></p> <p>Explicit feature: The words “Healthy Gut”, “Feeds good gut bacteria”</p> <ul style="list-style-type: none"> Implicit message: This product will have health benefits for the digestive system and may reduce problems with digestion. <p>Explicit feature: The words “Preservative & additive free”</p> <ul style="list-style-type: none"> Implicit message: Only natural whole foods are used in this product, making it healthier and more nutritious than other granolas.
(c)	<ul style="list-style-type: none"> The techniques target consumers who care about the environment and who may be able to afford products that claim to be environmentally responsible. This advertisement is designed to stimulate the emotions. The “Awards Finalist 2022” badge and the large ticks next to the benefits appeal to the emotions. They may make people feel happy because they are making a ‘correct’, healthy, and responsible choice; and relieved to find a cereal that meets their values in looking after the environment.
(d)	<ul style="list-style-type: none"> The advertisers have used the environmentally friendly approach, knowing a growing number of New Zealanders are concerned about environmental issues such as climate change. These consumers may be influenced emotionally because they feel good buying from manufacturers who claim to care for the environment. Features such as the wind turbines and the carbon neutral claim may make people trust that purchasing this product will help meet their goal of being a responsible consumer, aligning with their beliefs and values about the environment. Those who tend to skip breakfast may be encouraged to eat breakfast daily, perhaps encouraging the whole family to enjoy starting the day together with a healthy breakfast. The company name, We* the many, implies that consumers of this product will join a large group of like-minded people who share the same ideals about nutritious food choices and concern for the environment, linking personal health to the welfare of the planet.
(e)	<p>The messages in this advertisement can be challenged.</p>

Part	Sample Evidence for Advertisement One: We* the many prebiotic granola
	<p><i>Technique (1):</i></p> <ul style="list-style-type: none"> • Words such as “healthy planet” and “carbon neutral” could mislead consumers into thinking all aspects of the production of this granola are environmentally responsible, but there is no mention of how the ingredients are grown and no certified organic label. • There is no mention of what the packaging is made of, and whether it can be composted or recycled. It is most likely to be plastic and will probably end up in landfill, polluting the soil. This comes at a great cost to New Zealand society, as land that could be used to grow food is taken up for landfill. <p><i>Technique (2):</i></p> <ul style="list-style-type: none"> • Words such as “healthy gut” and “prebiotic” may mislead people into thinking this product is superior to other breakfast cereals because it improves health and heals your gut when, in fact, it is likely that the ingredients are very similar to other granolas. • There is no mention of the high calorie and high sugar content common in granolas. The New Zealand Health Survey 2020/21 found that around one in three adults (aged 15 years and over) were classified as 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, costing New Zealand \$7–9 billion a year in health care costs and lost productivity, money that may be used in other areas such as education.

Part	Sample Evidence for Advertisement Two: Red Bull Racers
(a)	<p><i>Technique (1): Using role models or high achievers to endorse a product or brand</i></p> <ul style="list-style-type: none"> • This technique uses well-known people as the feature point – in this instance, two racing car drivers – to influence consumers who may believe that these role models would endorse only a high-quality product. <p><i>Technique (2): Offering promotional deals to purchasers</i></p> <ul style="list-style-type: none"> • This technique focuses on a value-added bonus to persuade consumers, offering the chance to win a racing simulator with the purchase of this product.
(b)	<p><i>Technique (1): Using role models or high achievers to endorse a product or brand</i></p> <p>Explicit feature: Image of two well-known racing car drivers next to a racing car; Red Bull branding on uniforms and car</p> <ul style="list-style-type: none"> - Implicit message: Drink this product like Max and Checo do, and you can be like them; the product has contributed to their success. <p>Explicit feature: The heading “Race with Max and Checo”</p> <ul style="list-style-type: none"> - Implicit message: Drinking this product will make you feel like part of the racing team. <p><i>Technique (2): Offering promotional deals to purchasers</i></p> <p>Explicit feature: The pull-out heading “Be in to WIN... 1 of 2 exclusive Red Bull Racing Simulators”</p> <ul style="list-style-type: none"> - Implicit message: This product is great value because you could win a \$15,000 racing simulator for just \$5, making this an awesome deal. <p>Explicit feature: The text “... win a Red Bull Racing experience ...”</p> <ul style="list-style-type: none"> - Implicit message: Red Bull is more than a drink – it’s also offering you the chance to win an exciting racing experience in Singapore – for just \$5.
(c)	<ul style="list-style-type: none"> • This targets a select group of consumers keen on car racing or any motorsport, who look up to the racing celebrities and would jump at the chance to win a simulator or watch the racing in person overseas. • The advertisement is designed to stimulate the consumer’s emotions rather than their sense of the practical or rational. The large, bold text “WIN” demands attention and associates with positive emotions – everyone wants to be a winner. The drivers look friendly and the use of their first names with the words “Race with...” gives the consumer a feeling of familiarity with the race drivers and joy at the chance to join them on the race team; however, in reality, celebrities are very unlikely to be accessible. People may feel excited about the competition, having a sense of hope and anticipation they might win.
(d)	<ul style="list-style-type: none"> • The advertiser has used these techniques, knowing how much many New Zealanders idolise their sporting heroes, holding them up as role models. The sponsor’s logo on the vehicle and the drivers’ clothing, may have significant influence on purchasing decisions made by the target group. • The advertisement implies consumers might get the opportunity to ‘race with Max and Chico’, giving them a sense of belonging to a group and being part of a team. This may be very appealing to some, especially those who may feel lonely. • The product is a drink that is energy-dense and nutrient-poor, but some consumers may be influenced to over-purchase to increase their chance of winning and consume too much. The excess energy may lead to weight gain, and the high acidity level may lead to tooth decay. • Spending a lot on the competition may lead to less money for regular expenses which could be stressful. The initial excitement and positive thoughts may change to disappointment and regret if they do not win a simulator or the Race Weekend.

Part	Sample Evidence for Advertisement Two: Red Bull Racers
(e)	<p>The messages in this advertisement can be challenged.</p> <p><i>Technique (1):</i></p> <ul style="list-style-type: none"> • Sponsorship of racing links the product to excellence and sporting skill, and it may suggest that purchasing and consuming it is a way for enthusiasts to attain these attributes too. These are successful, sporting role models endorsing an energy drink, when it may be unlikely that high-performance athletes would make it part of their diet. The message is in conflict with “water is best” guidelines from the Ministry of Health, and increased consumption of these types of drinks contributes to increasing rates of tooth decay due to the sugars and high acid content. <p><i>Technique (2):</i></p> <ul style="list-style-type: none"> • Advertisements that encourage purchasing by offering the chance to win a prize appeal to positive attitudes – being a winner and getting free things. It may appeal to the many New Zealanders who ‘love a bargain’. In truth, the chances of winning are very slim. Some people will try to improve their odds by making multiple purchases, possibly compromising their finances and reducing the budget for fruits, vegetables, and lean meats.

Part	Sample Evidence for Advertisement Three: Edgell Nourish Bowl
(a)	<p><i>Technique (1): Using nutrition information to gain credibility</i></p> <ul style="list-style-type: none"> This technique frames the advertisement as a source of valid information by using slogans such as “veg with the edge” and “packed with plant-based protein” to impress consumers with the nutrition content. <p><i>Technique (2): Implying meal preparation and cooking are time-consuming and difficult</i></p> <ul style="list-style-type: none"> This technique frames the food product as a convenient solution for people whose busy lifestyles may leave limited time for meal preparation.
(b)	<p><i>Technique (1): Using nutrition information to gain credibility</i></p> <p>Explicit feature: The stamp “Healthy Food magazine awards, New Zealand Winner 2022”</p> <ul style="list-style-type: none"> Implicit message: This product is the healthiest and is superior to other heat-and-eat products. <p>Explicit feature: Product name “Nourish Bowl”</p> <ul style="list-style-type: none"> Implicit message: This product has all the nutrients of a meal to sustain your body, keeping you healthy and meeting your nutrition needs. <p><i>Technique (2): Implying meal preparation and cooking are time-consuming and difficult</i></p> <p>Explicit feature: The stamp on the bowls “Ready to eat”</p> <ul style="list-style-type: none"> Implicit message: This product is the solution to your busy life – a quick, easy, and convenient meal choice. <p>Explicit feature: The text “Packed with plant-based protein and fibre, they are a great way to get a little more veg into your day”</p> <ul style="list-style-type: none"> Implicit message: This product is nutrient-dense and is a quick way to eat more important dietary components without the effort of meal preparation and cooking.
(c)	<ul style="list-style-type: none"> This advertisement targets time-poor consumers who want to eat healthy food but are spending less time planning and preparing meals. Working longer hours and a lack of cooking skills increases the appeal of convenience foods. The advertisement is designed to stimulate the reader’s emotions rather than their sense of the practical or rational. Words such as “...bowed over by goodness”, “fuelling up”, “tasty”, and “delicious” may make consumers feel relieved and excited they are making a nutritious choice without fear of bland food. The slogan “veg with the edge” is associated on the page with the brand Edgell, so links the brand to healthy vegetables with the assurance that these are not ordinary or boring. People may be happy they no longer have to stress about meal preparation.
(d)	<ul style="list-style-type: none"> Advertisers understand that, for many New Zealanders, cooking at home is seen as a chore and meal preparation is considered time-consuming, so these techniques may work for time-poor people still wanting healthy food that meets their nutrition needs, without having to cook. The advertisement claims it is healthy by using the 4.5 health-star rating on the packaging. This rating is high, making it a better choice than other options such as a pie. Eating alone at non-fixed mealtimes is becoming more common, as a result of changed eating habits, attitudes toward cooking, and busy lifestyles, and may reduce the opportunities for people to strengthen relationships while enjoying food together. This convenience product may reduce daily stress associated with deciding what to eat or cooking, but it provides low satisfaction and skills. The product and the advertising techniques may challenge the merits of home cooking.

Part	Sample Evidence for Advertisement Three: Edgell Nourish Bowl
(e)	<p>The messages in this advertisement can be challenged.</p> <p><i>Technique (1):</i></p> <ul style="list-style-type: none"> • Regardless of the 4.5 health star rating, the nutrient content is very unlikely to be as high as freshly prepared vegetables. • People influenced to use this product may reduce their consumption of fresh, natural, whole-state vegetables, believing the bowl provides sufficient nutrients. This may also decrease motivation to prepare home-cooked, balanced meals, which fit the Ideal Plate Model. This loss of practical cooking skills has been identified in New Zealand, and products like this will only add to this trend. <p><i>Technique (2):</i></p> <ul style="list-style-type: none"> • It takes very little time creating a meal from scratch, like the nourish bowl, and is satisfying to make. Extra vegetables can be refrigerated and kept for other meals. The person creating the meal would be able to control the ingredients and may feel a sense of satisfaction in sitting down to a nutritious, fresh meal of their own making.

Cut Scores

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