

## Assessment Schedule – 2025

### 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.	Shows some understanding of the techniques being used to convey messages; features are identified.	Demonstrates understanding of ONE technique used in food advertising  <i>AND</i> explains how the technique conveys explicit messages that influence food choices and well-being.	Demonstrates understanding of TWO techniques used in food advertising  <i>AND</i> explains how the techniques convey explicit messages that influence food choices and well-being.	Explains how ONE advertising technique conveys implicit messages in food advertising  <i>AND</i> explains how the messages influence food choices and well-being.	Explains how TWO advertising techniques convey implicit messages in food advertising  <i>AND</i> explains how the messages influence food choices and well-being.	Challenges the messages 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.

#### Cut Scores

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

## Evidence

Part	Sample Evidence – Advertisement One
(a)	<p><i>Technique (1): Using role models or high achievers to endorse a product or brand</i></p> <p>This ad uses the technique ‘Using role models or high achievers to endorse a product or brand’, where a company pays a well-known person to be in their ad, in this instance two All Blacks, the loane brothers. The company pick sporting heroes whose opinion will influence many New Zealanders, as they believe that the role models would only endorse a high-quality product.</p> <p><i>Technique (2): Offering promotional deals to purchasers</i></p> <p>This ad uses the technique ‘Offering promotional deals to purchasers’, where Weet-Bix is promoting a value-added bonus with the intention of persuading the consumer to buy the product, in this instance, by putting collectable All Blacks cards in the box.</p>
(b)	<p><i>Technique (1): Using role models or high achievers to endorse a product or brand</i></p> <p>Explicit feature: Image of the loane brothers with bowls and the box of Weet-Bix</p> <p>Implicit message: This implies that the loane brothers eat Weet-Bix for breakfast each day, so it is a good breakfast choice for anyone who wants to be good at sport.</p> <p>Explicit feature: The slogan (“Weet-Bix fuelling future All Blacks for 25 years”)</p> <p>Implicit message: This implies that all the All Blacks for the last 25 years have been successful in their sport due to eating Weet-Bix.</p> <p><i>Technique (2): Offering promotional deals to purchasers</i></p> <p>Explicit feature: The Weet-Bix box says “stat attack” and the All Black is holding two cards</p> <p>Implicit message: This implies that Weet-Bix is more than just a breakfast cereal, it offers the opportunity to be part of the All Blacks fan community.</p>
(c)	<ul style="list-style-type: none"> <li>• The target market are consumers who are interested in sport, particularly rugby, and who have children who support the All Blacks, so want to collect all the cards.</li> <li>• This advertisement is designed to stimulate the audience’s emotions and make them feel good about choosing this product. The big smiles on the young boys’ faces appeal to the emotions and make people feel great that they are making a breakfast choice that will make their children as happy as the young brothers.</li> </ul>
(d)	<ul style="list-style-type: none"> <li>• These techniques have been used because the advertisers know how much New Zealanders idolise their sporting heroes and hold them up as role models. When we see the All Blacks eating something, it can influence our food choices enormously.</li> <li>• The features of the advertisement imply that if we buy Weet-Bix, we will be giving our children the same breakfast the loane brothers had – and look at how much sporting success they have had. This can give people a sense of confidence that they are making a good choice, and a sense of hope and expectation that their children will be successful sportspeople.</li> <li>• Collecting the cards will be popular with schoolchildren and become a talking point at school – looking at each other’s cards and swapping cards. This may lead to a sense of having common interests and belonging to a group, which is very important to young people.</li> <li>• Some people may be determined to get a full set of cards with all the All Blacks players and may overspend doing this, buying multiple boxes, leaving less money available to buy vegetables and lean meat for balanced evening meals.</li> </ul>
(e)	<p>The messages in this advertisement can be challenged.</p> <p><i>Technique (1):</i></p> <p>Sponsorship of the All Blacks links Weet-Bix with elite sportspeople who are considered to be the best in the world. The advertisement implies that purchasing and consuming Weet-Bix is a way to attain these high-level sporting attributes. Sporting heroes, such as the loane brothers, are role models who many Kiwi kids look up to and want to be like, and the message that you can be like them if you eat Weet-Bix is misleading. The All Blacks have all been born with sporting potential that they have developed with the right training programme. Their success is due to a combination of the right genes, and a huge commitment to skill development, strength, and fitness. While some of them will have eaten Weet-Bix in their youth, to attribute their sporting success to their breakfast cereal is completely false. One great thing about this advertisement is that it is encouraging the consumption of breakfast at home. Some children who previously skipped breakfast may be influenced to start eating Weet-Bix each morning because they want the cards, and the more quickly they eat the Weet-Bix, their parents</p>

	<p>will buy another box with more cards. New Zealand has statistics of low breakfast eating, and skipping breakfast has been linked with poor concentration in the classroom and weight issues, possibly due to hungry kids making poor choices at the canteen at morning teatime.</p> <p><i>Technique (2):</i></p> <p>Advertisements that encourage you to buy by offering something for nothing (the All Black cards) are just trying to sell more of their product. If they really cared about Kiwi kids, they would put a full set of cards in each pack, rather than put kids through the stress of taking longer than their friends to get a full set, and the annoyance of getting lots of double ups. The pester power that children have will cause stress in the household, as the kids try to persuade their parents to buy multiple boxes at a time. Many families have a tight food budget, and struggle to afford fresh vegetables and good quality, lean meat. Overspending on Weet-Bix may cause families to substitute a balanced home-cooked meal with cheap fast food. This may contribute to the ever-increasing number of obese New Zealanders, at a great cost to society.</p>
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<b>Part</b>	<b>Sample Evidence – Advertisement Two</b>
(a)	<p><i>Technique (1): Implying meal preparation and cooking are time-consuming and difficult</i></p> <p>This ad uses the technique ‘Implying that meal preparation and cooking are difficult and time-consuming’, which introduces the Quick Brekkie as a convenient solution for people with busy lifestyles, leaving limited time for preparing and eating breakfast.</p> <p><i>Technique (2): Using nutrition information to gain credibility</i></p> <p>This ad uses the technique ‘Using nutrition information to gain credibility’, which frames the ad as a source of valid information by using nutrition slogans such as ‘protein + fibre + energy’. This is designed to impress people with the nutrition content of the product.</p>
(b)	<p><i>Technique (1): Implying meal preparation and cooking are time-consuming and difficult</i></p> <p>Explicit feature: The product name (Quick Brekkie)</p> <p>Implicit message: This implies that this product is a real meal (brekkie = breakfast) but instead of taking ages to cook traditional breakfast foods (e.g. toast or porridge), this is quick and easy, so it is perfect for busy, time-poor people, or those who like to sleep in.</p> <p>Explicit feature: “Your new go-to drink”</p> <p>Implicit message: This implies that this drink will change the way you fuel up in the morning – no more boring toast – becoming your favourite breakfast.</p> <p><i>Technique (2): Using nutrition information to gain credibility</i></p> <p>Explicit feature: 4.5 health-star rating</p> <p>Implicit message: This implies that this drink is a really nutritious choice. 4.5 stars out of a possible 5 stars is a high rating, and while many people won’t know the health-star criteria, they will assume the high rating means it is very healthy and therefore a great choice for breakfast.</p> <p>Explicit feature: “protein + fibre + energy”</p> <p>Implicit message: This implies that this drink contains the nutrients you need to give you the right start to the day – it is packed full of nutrients and not just a flavoured milk drink.</p>
(c)	<ul style="list-style-type: none"> <li>• This ad is directed at a select group of consumers who are time-poor, busy people who know they should start the day with breakfast but believe that it takes too long to prepare something.</li> <li>• The ad is designed to stimulate the audience’s emotions rather than their sense of the practical or rational. The word “new” in large, bold font stands out and implies that this is not some old boring product – it is new, so we should give it a try.</li> <li>• The image of Steven Adams, a very successful New Zealand basketballer, also appeals to the emotions – it implies that he drinks Quick Brekkie, and it has contributed to his sporting success.</li> </ul>
(d)	<ul style="list-style-type: none"> <li>• These techniques have been used because the advertisers know that to many New Zealanders, making breakfast at home is seen as a chore, and they would rather sleep an extra 15 minutes and grab a convenience product like Quick Brekkie as they leave for school or work.</li> <li>• The ad claims it is healthy by prominently displaying a 4.5 health-star rating. This is a high rating, possibly making it a better choice than skipping breakfast, or getting fast food.</li> </ul>

	<ul style="list-style-type: none"> <li>• Traditionally, families ate breakfast together around the dining table. Quick Brekkie is designed to be consumed while moving – walking to school, driving to work – which takes away the chance to build relationships while enjoying food together.</li> <li>• While Quick Brekkie can reduce the stress of lacking time to eat in the mornings, it reinforces to the younger generation that there is no need to eat wholefoods, and that your nutrient needs can be met in an ultra-processed fortified milk drink.</li> </ul>
(e)	<p>The messages in this advertisement can be challenged.</p> <p><i>Technique (1):</i></p> <p>The belief that it takes too much time to make breakfast is false. Toast and cereal are really quick options for those who only have a few minutes. People who are influenced to consume this product may reduce their consumption of wholefoods (such as wholegrain toast, porridge, and eggs) because they believe they are getting all the nutrients they need from the Quick Brekkie. This could lead to declining motivation to make the effort to prepare home-cooked balanced meals for lunches and dinners. It has already been identified in New Zealand that there is a loss of practical cooking skills, and products like Quick Brekkie will only add to this trend.</p> <p><i>Technique (2):</i></p> <ul style="list-style-type: none"> <li>• Regardless of the 4.5 health-star rating, the nutrient content of Quick Brekkie will not be as high as a breakfast made with wholefoods. The absorption of the nutrients in ultra-processed products, such as Quick Brekkie, is less than in a breakfast of wholefoods.</li> <li>• The flavours of vanilla, chocolate, and strawberry, plus the word “energy” make it likely that Quick Brekkie is no better than a milkshake – full of sugar, and artificial flavours and colours.</li> <li>• For many people, the 250 mL Quick Brekkie will not fill them up, leading them to be hungry well before morning teatime. It is unbelievable to think that someone like Steven Adams with high-energy needs would gain sufficient nourishment from one Quick Brekkie.</li> </ul>

Part	Sample Evidence – Advertisement Three
(a)	<p><i>Technique (1): Projecting an environmentally responsible image</i></p> <p>This ad uses the technique ‘Projecting an environmentally responsible image’, in which Barker’s tell us that their tomato sauce is New Zealand-grown and plastic free. This indicates that it is not harmful to the environment, and that by purchasing it, you will be helping protect the environment for future generations.</p> <p><i>Technique (2): Using nutrition information to gain credibility</i></p> <p>This ad uses the technique ‘Using nutrition information to gain credibility’ by using nutrition slogans such as “less sugar and salt”. This is designed to impress on people that this sauce is healthier than other tomato sauces.</p>
(b)	<p><i>Technique (1): Projecting an environmentally responsible image</i></p> <p>Explicit feature: “NZ grown tomatoes”</p> <p>Implicit message: This implies that the tomato sauce is a truly New Zealand product, so it is a better and more environmentally friendly choice than an imported sauce that has used fossil fuels when transported to New Zealand.</p> <p>Explicit feature: “Plastic free”</p> <p>Implicit message: This implies that buying this sauce is an environmentally friendly choice, because glass is more easily recyclable compared to plastic, which often ends up in landfill.</p> <p><i>Technique (2): Using nutrition information to gain credibility</i></p> <p>Explicit feature: “40% less sugar / 30% less salt”</p> <p>Implicit message: This implies that this product is nutritionally superior to all the other sauces on the supermarket shelf.</p> <p>Explicit feature: “Made on the original family farm”</p> <p>Implicit message: This implies that this product is made in small batches in a farmhouse kitchen, not mass-produced in a factory. People will think it is fresher and more natural than other brands of tomato sauce.</p>

(c)	<ul style="list-style-type: none"> <li>• This advertisement is directed at environmentally conscious people who are looking for products made from locally grown ingredients packaged in materials that can be reused or recycled.</li> <li>• The advertisement is designed to stimulate the audience’s emotions rather than their sense of the practical or rational. The word “better” is displayed three times on the advertisement. The repeated use of “better” causes people to believe that this tomato sauce is the one we should buy because it is better for the environment and better for our health than the other sauces in the supermarket. The slogan “It’s better with Barker’s” can stick in people’s minds and influence their purchasing decisions.</li> </ul>
(d)	<ul style="list-style-type: none"> <li>• The environmentally responsible approach has been used because the advertisers know there is a growing number of New Zealanders who are concerned about environmental issues, such as plastic food packaging filling up landfills.</li> <li>• They know these consumers will be swayed emotionally by this technique because they will feel great thinking that the tomato sauce aligns with their values and beliefs about reducing the amount of plastic we use.</li> <li>• Many people are concerned about hidden sugar and salt in processed foods, so they will feel relieved to see there is a lower sugar and salt option. The reduced sugar content may make it a healthier choice for people with Type 2 diabetes, and the lower salt content may make it a healthier choice for people with high blood pressure.</li> </ul>
(e)	<p>The messages in this advertisement can be challenged.</p> <p><i>Technique (1):</i></p> <ul style="list-style-type: none"> <li>• The use of the words “NZ grown tomatoes”, “plastic free”, and “made on the original family farm” could mislead people into thinking all aspects of the production of Barker’s tomato sauce are environmentally responsible. There is no mention of how the ingredients are grown, and there is no certified organic label, meaning the ingredients could have been grown in a way that harmed the soil, air, or waterways. This comes at a great cost to New Zealand society. While the sauce might be produced on land that is a family farm, this misleads people into thinking the sauce is made one pot at a time, using only fresh, natural ingredients. In reality, a large factory will produce this in enormous quantities, possibly adding artificial preservatives to give it a long shelf life.</li> </ul> <p><i>Technique (2):</i></p> <ul style="list-style-type: none"> <li>• The nutritional merits of this tomato sauce are questionable. What other ingredients does it contain? The ad focuses only on tomato and has an image of a lovely fresh, perfect tomato on the bottle. Usually, sauces are made with the overripe, blemished, lower quality tomatoes that cannot be sold fresh at the supermarket.</li> <li>• The bottle says “no artificial colours”, but does it contain artificial flavours, emulsifiers, or preservatives?</li> <li>• Many commercial sauces are very high in sugar and salt. While this sauce states it has “40% less sugar and 30% less salt” than the market leading sauce, this can be very misleading. This sauce could still be high in both sugar and salt because it doesn’t give us all the information we need to make an informed decision – it does not display the quantity of sugar / salt per 100 g.</li> </ul>