

Name: _____ Date: _____

Module 3: Food Labels and Marketing

Lesson Theme: Equipping students with knowledge related to nutrition information and food marketing techniques.

ACTIVITY: You have been asked to review a healthy ad. Please answer the following questions.

Group # you are reviewing: **Write group number here**

Common marketing techniques:

- Bandwagon Effect
- Celebrity Endorsement
- Everyday Folks
- Wit and Humor
- Repetition

Healthy Ad (Possible answers)

1. What healthy item was this group advertising? **Kale.**

2. Which ad technique did this group use? **Celebrity endorsement.**

3. Have you seen this technique before? If so, give an example. _____

Yes, for Gatorade and candy bars.

4. What other ad techniques could have been used to promote this healthy item?

Bandwagon effect, wit and humor.
