

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: \_\_\_\_\_

Common marketing techniques:

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

### Healthy Ad

1. What healthy item was this group advertising? \_\_\_\_\_

\_\_\_\_\_

2. Which ad technique did this group use? \_\_\_\_\_

\_\_\_\_\_

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

\_\_\_\_\_

\_\_\_\_\_

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

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**REFLECTION:** In the space below, write one thing that you learned during today's lesson and what you thought about the mindful tasting.

---

---

---

---

---

---

---

---

**Today I tasted:**

**Fruit Smoothie**



**Ingredients**

- 1 frozen banana, peeled and sliced
- 2 c. frozen strawberries, raspberries or cherries
- 1 c. milk
- 1/2 c. plain or vanilla yogurt
- 1/2 c. freshly squeezed orange juice
- 2 to 3 Tbsp. honey or to taste

**Instructions**

- Put all the ingredients in a blender and process until smooth. Pour into glasses and serve.
- For non-dairy smoothies, substitute 1 c. rice milk for the milk and yogurt. Or, use soy yogurt or soy milk instead of dairy.



**Fun Fact:**

In 2012, \$4.6 billion was spent to advertise fast food and only \$116 million was spent to advertise fruits and vegetables.



**Joke:**

What do you call a fruit that plays the trumpet?

Tooty fruity!

Source: <https://www.foodnetwork.com/recipes/food-network-kitchen/frozen-fruit-smoothies-recipe-1914927>