

Which Burger is Better? – Advertisement for Teens

Based on an idea by Mrs. Lauren Harrison

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Introduction

“Junk food does have an effect on children's behaviour and advertising strongly influences what youngsters want to eat, a new report has found.

The study, the most comprehensive of its kind conducted on the subject, found most food adverts aimed at children appeared on TV. They are dominated by what it calls the "Big Four" - breakfast cereals containing sugar, soft drinks, sweets, and other snacks.

The past decade has also seen a rapid rise in advertising by fast food chains, which often use the offer of free gifts to tempt youngsters, it says. “ September 25, 2003 – MediaGuardian.co.uk

Do you agree with the statements above? Have you ever bought a product based on the TV commercial? How about eating at a restaurant because of it's "Happy Meal" or free gifts?

Advertisement is all around you – on the bus, on billboards, in newspapers and magazines, on the radio, TV and cell phones. Does it influence your thoughts? Research says it does! But what techniques persuade us to buy products or eat at certain restaurants? This unit will help you figure that out by becoming one of the advertisement creators!

Task

A local food chain, Razorback Burgers, has asked you to create a magazine advertising campaign for their fast food chain. Sales are slow, and they need your help!

The company's research has shown two things:

- 1) Old-fashioned advertisements are the most successful right now
- 2) If they can persuade seventh graders that their food is the best, then the parents will buy that company's food for the whole family.

As a seventh grader, your job is to research advertising techniques from the past and persuade them that you have the best advertising technique for seventh graders. Then, create a magazine advertisement campaign to sell the fast food chain.

Process

Background Knowledge

- ◆ Goto: http://www.oconee.k12.sc.us/teachers/lharrison/ppt/adtech_files/frame.htm
- ◆ View Mrs. Harrison's PowerPoint presentation on the techniques of advertising.
- ◆ Take notes. Write down the techniques and a definition for each.

Practice

- ◆ Goto: <http://www.coolbank.com/MiddleSchool/CHALLENGE.HTM#q1>
- ◆ The wording is a bit different for the techniques, but the idea is the same. Take the "Ad-Smart" challenge.
- ◆ Keep track of how you did. Write a short paragraph of reaction to the quiz. How did you do? What were the toughest ones? What did you learn?

Apply

- ◆ Goto: http://www.adflip.com/view_decade.cfm?requestTimeOut=60&cfid=1984159&cftoken=22804747
- ◆ Copy and paste 5 advertisements.
- ◆ Under the ad, name the technique(s) used in the advertisement and how you know (give proof).

Food Advertisement

Food Ad Strategies

- ◆ Goto: http://www.media-awareness.ca/english/resources/educational/handouts/advertising_marketing/food_ad_strategies.cfm
- ◆ Print the page. Read through the information and keep it with you at home while you are watching TV in the next few days.
- ◆ Make a list of 5 food commercials you see in the next few days.
 - ◆ Name and describe the product
 - ◆ What happens in the commercial?
 - ◆ What strategy is being used in the commercial?
 - ◆ Do you think it is successful? Why/ why not?

You Gotta Have a Gimmick

- ◆ Goto: http://www.media-awareness.ca/english/resources/educational/handouts/advertising_marketing/gotta_gimmick.cfm
- ◆ Write a paragraph describing your experience with any of the gimmicks listed.
 - ◆ Think about:
 - ◆ Where have you seen the gimmick?
 - ◆ What product was it featured with?
 - ◆ What was the purpose of it?
 - ◆ Did you do/get it?
 - ◆ How did you feel about it?
 - ◆ Did it encourage you to buy the product?
 - ◆ Did it encourage your parents to purchase the product?
 - ◆ **Remember to have a complete paragraph** – topic sentence, support with examples, and concluding sentence.

Food Advertisement Tricks

- ◆ Goto: <http://pbskids.org/dontbuyit/advertisingtricks/foodadtricks.html>
- ◆ Click through the site to find out how the stylists make food on TV
- ◆ Write a complete paragraph summarizing the information you read about.

Your Turn

Using the advertisements and techniques you've studied as a guide, create a magazine advertisement for the fast food company, Razorback Burgers, using the techniques we have studied.

Create a Magazine Campaign

- ◆ Design a Logo – a graphic image that represents the company
 - ◆ For examples Goto:
 - ◆ http://www.dlsdesign.com/paul_rand/paul_rand_logos.html
 - ◆ http://www.internetpro.net/~ralphd3/Logo_design.html

- ◆ <http://www.photoshopworld.com/> - look on the right hand side
- ◆ Create a Slogan – a phrase that captures the essence of the company
 - ◆ Goto for examples: <http://advertising.utexas.edu/research/slogans/>
- ◆ Choose an advertisement technique to target 7th graders
- ◆ Put together the parts of the advertisement
 - ◆ This should be **your original work**
 - ◆ You need to draw, color, type, or use stencil.
 - ◆ You may not use copy/paste, clip art, cutouts from magazines etc

Examples of Student Created Magazine Layouts

Goto: <http://www.desoto.k12.ms.us/hlhs/COURSES/project2.htm>

Skim to the bottom of the page and look for “**Advertisements and Photos**”

Reflect on Your Campaign

- ◆ Write a complete paragraph explaining your campaign.
- ◆ Remember – topic sent., body, and conclusion
 - ◆ Your topic sentence should explain the main idea (theme) behind your ad – how does it appeal to 7th graders? What technique of advertising did you use?
 - ◆ Body
 - ◆ Explain how the logo shows the theme
 - ◆ Explain how the slogan shows the theme
 - ◆ Explain how the graphics show the theme
- ◆ Concluding sentence – what will this campaign do for the company

Assessment

Internet Tasks

	Excellent	Good	Satisfactory
Task Completion	Completion of tasks shows a great deal of effort and understanding of the information.	All tasks are completed.	All tasks are completed with minimum amount of information provided.
Clarity and Neatness	Information is easy to read and are neatly completed that another student could learn the lesson from it if necessary.	Information easy to read and most elements are so neatly completed that another student might be able to learn the lesson from it if necessary.	Information is hard to read and most elements are so sloppily completed that another student probably would not be able to learn the lesson from it with out asking a lot of questions.

Use of Time	Used time well during each class period as observed by teacher. No on-task reminders.	Used time well, during most class periods as observed by teacher. No on-task reminders.	Used time fairly well during most class periods, as observed by teacher, but required on-task reminders on more than one occasion.
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Rubric for Paragraphs – “You Gotta have a Gimmick”, “Food Advertisement Tricks” and “Reflect on Your Campaign”

<http://iditarodsd.org/Pages/srdeane/Paragraph%20Rubric.pdf>

Magazine Ad Rubric

	Satisfactory	Good	Excellent
Language	Basic use of language. Minor problems with conventions.	Complex expressions to define product qualities. Minor problems with conventions.	Persuasive expressions to convince consumers of the quality of the product. Shows convincing evidence of product superiority. Conventions correct.
Target market	Appeal to a general audience.	Clearly defined target audience.	Clearly defined target audience. Persuasive use of target market values to present the product.
Graphics	Simple use of graphics to illustrate product.	Advanced use of graphics to illustrate product.	Effective use of appropriate graphics to create a persuasive illusion.
Overall quality	General presentation of product.	Sophisticated presentation of product.	Persuasive presentation that entices the target audience to purchase the product.

<http://cte.jhu.edu/techacademy/web/2000/wilsonm/rubric.html>