

Materials	Access to the internet, paper, pen
Learning Outcome	Recognize different types of food marketing and give examples of companies and products using marketing strategies specifically for children and teens.

Description

Start a discussion with the youth about what they know about food marketing. Ask the youth if they are aware of any of the marketing strategies that companies use to make their food popular. If they are not aware of any strategies, share that some companies use celebrities to endorse their products and be in advertisements, others use popular movie characters, and some make claims about your life being better or happier by eating the food. Many companies also use social media and promote contests and campaigns for purchasing their food or liking their page. What many of these marketing strategies have in common is that they are marketing foods high in sugars, salts, and saturated fats and are specifically marketing to children and teens. Invite the youth to watch the [Hey Junk Food, Get Out of my Face!](#) video.

Discuss the video and then encourage the youth to make a list of different types of foods, companies, or strategies they have seen that markets these foods. If needed, they can do an internet search to support them. Examples of marketing they can list include:

- Celebrity endorsements (e.g., LeBron James for McDonald's)
- Campaigns (e.g., Coca-Cola with your name on it)
- Popular movie characters (e.g., Guardians of the Galaxy on Yoplait dairy products)
- Prizes (e.g., add a medium drink to your order and win a video game console)
- Apps (e.g., Gatorade Highlights)
- Targeted social media strategies (e.g., Burger King offers a student discount if you enter answers on the BK app)
- Make you happier (e.g., McCain's Pizza Pockets commercial takes away your tough day and is a happy snack)

Ask the youth to share their list with you and discuss how they can be more aware of food marketing.

Healthy Eating Competencies



THINK

Develop cognitive skills and strategies that facilitate knowledge about healthy foods, food habits, food preparation, and food safety.



FEEL

Develop affective skills and strategies that facilitate healthy food relationships with themselves, with others, and with their environment.



ACT

Practice behaviour skills and strategies that facilitate healthy eating, food habits, food preparation, and food safety.



Reflection Questions

Reflection is important to support learning for healthy eating. Consider asking the youth the reflection questions below and discuss the answers together.

- *How did you feel when you identified a company or product that used a common food marketing strategy to get you to purchase it?*
- *Do any of the foods that you like to eat use food marketing to encourage you to purchase the food?*