

GROUP MEMBER NAMES: _____

DATE: _____

BLOCK: _____

HEALTHY ADVERTISEMENT ACTIVITY

Directions: With a group of four-five students maximum, create a television advertisement for healthy eating/ a healthy food using one of the following advertising appeals below. Perform your advertisement for extra credit!

BANDWAGON: You are urged to do or believe something because everyone else does. Everyone is using this nutrient, so you should too.

TESTIMONIAL: This is the person's own experience. They've been through the situation before or had experience with the product so they know, first-hand, what you should expect.

CARD STACKING: This information sounds good. You hear one detail after another, but only for one side of the argument. (Note: This works best on people who do not know the other side of the argument.)

POSITIVE AND NEGATIVE CONSEQUENCES: If you do something or buy a certain product something good or bad will happen to you. Usually uses an If...Then... format to present the argument.

REPETITION: Repeating an idea, word or phrase over and over again throughout your commercial.

SCIENTIFIC DATA: The use of researched facts to prove a point. They are very hard to deny or argue against.

PLAIN FOLKS: Ordinary people sell a message. You are to believe that because these people are like you, they can be trusted.

SNOB/SEX APPEAL: This technique suggests that you can be like the expensively dressed, perfectly shaped people who use this product. If you follow the instructions of the writer, you will be better than everyone else or, at least, more popular.

EMOTIONAL APPEAL: Words or images that appeal to the audience's emotions are used. The appeal may be to positive emotions, such as desire for success or happiness, or to negative ones, such as fear or sadness.

JINGLE: Involves the use of a catchy phrase or tune that you hope people will remember. Sing for extra credit!

Directions: Use the questions below and on the back of this sheet to guide your group as you plan your advertisement.

1. The campaign/food/message I want to advertise is _____.

2. The appeal (see list) that I will use to sell this idea/food is _____.

[illegible]

Extra credit may be awarded if you present a top quality advertisement to the class!