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Mr. Greene

English 10

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Title: Subtitle

When I was a young boy, my father would take me to McDonalds, after my little league baseball games, to purchase an extra large milkshake. We got the idea from a McDonalds commercial that highlighted young athletes basking in the joy of a sweet and sugary vanilla milkshake. And, just last night, on my way home from work, I found myself in line at the local McDonald's to purchase, yet again, a vanilla milkshake. Only now, after reading Eric Schlosser's investigative research piece, *Fast Food Nation*, do I realize this behavior has been programmed in me by some very powerful people. Eric Schlosser, an investigative journalist, authored the book *Fast Food Nation*. This informative text outlines, among many things, the Fast Food Industry's strategy to saturate the market with advertising. Often times, this advertising is aimed at Children. Eric Schlosser published *Fast Food Nation* in 2012 after extensive research and traveling the country. The entire process took him over 5 years to write and allowed him to visit slaughterhouses, farms, museums and ad agencies. *Fast Food Nation* was written to expose the dirty side of the Fast Food Industry and to inform the public about the dangers of fast food and the strategies and culture behind these corporate giants. Through this process Eric Schlosser was also able to highlight some of the major problems that many perceive with Fast Food Advertising- namely its focus on children and their future lifestyle choices. Fast Food agencies

target children from a very early age in hopes of establishing loyal customers that will continue to buy fast food products well into adulthood.

Body Paragraph 1

Claim - Cradle to Grave is an a marketing strategy that targets children to help establish loyal customers.

Evidence - According to Eric Schlosser, “The growth in children’s advertising has been driven by efforts to increase not just current but also future, consumption. Hoping that nostalgic childhood memories of a brand will lead to a lifetime of purchases, companies now plan “cradle-to-grave” advertising strategies.” (Schlosser, 43)

Explanation - In this quote, Eric Schlosser addresses how the Cradle to Grave marketing strategy aims to create a positive emotional association with Fast Food that will follow children into adulthood.

Reasoning - By using this Cradle to Grave marketing strategy children will be exposed and manipulated into purchasing fast food from a young age without even having the chance to formulate healthy eating habits.

Body Paragraph 2

Claim -

Evidence -

Explanation -

Reasoning -

Body Paragraph 3

Claim -

Evidence -

Explanation -

Reasoning -

Conclusion

Restate Thesis - Children are targeted from a very young age by the Fast Food Industry as a way to establish loyal customers that continue throughout adulthood.

Restate Point 1 (Body Paragraph 1) - The cradle to grave strategy, a marketing strategy used to keep customers loyal, tells us that the Fast Food Industry really puts a concerted effort into creating loyal customers and lifetime profits.

Restate Point 2 (Body Paragraph 2) -

Restate Point 3 (Body Paragraph3)-

World Connection - More people should pay attention to their way in which fast food advertisers are manipulating young children within our community.