

Where The Lies Are

Activities to do before and after watching the film

Aims: To develop an understanding of the range and scope of advertising surrounding children and how they are targeted.

To understand some of the strategies used by advertisers and designers to 'sell' products.

To be aware of misleading packaging.

To bring a new awareness and perspective to viewing adverts and making food buying and dietary decisions.

Pre lesson Ask children to make a note of the food adverts they see on the way to school and fill in the form (Sheet 1). If they can, photograph them.



Lesson

Suggested Activities

Discussion Activity: a) What makes you want to buy or eat a particular food or drink product? Do you feel like adverts help you to know whether a product has the qualities that you like? How?
b) Have you ever wanted to have a food or drink because it was promoted by a celebrity, or by an internet star? Tell the group about it.

Part one: BRANDING

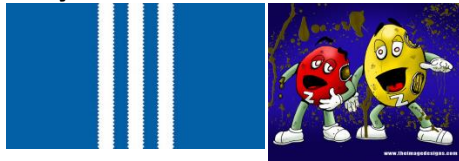
Lesson warmers / Aims: Raise awareness of the power of branding.

1. Students look at clothes, shoes and belongings to count how many different brands/logos surround them.
2. Draw as many logos as they can remember.
3. Teacher: Show products with the brand and name cut off to see whether children recognise them eg:

Reading Adverts Activity Sheet for Where The Lies Are



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Part two: PACKAGING

Discussion activity: Children/teacher can bring a selection of cereal packaging in. Discuss the techniques manufacturers use to make it attractive to children, eg striking design, bright colours, rounded fonts, celebrities, toys, free gifts, cartoons etc.



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Part three: LABELLING AND INGREDIENTS

Research Activity 1: Bring a selection of breakfast products or photographs with barcodes (especially heavily advertised products) and ask children to choose their breakfast depending on how healthy they seem. Then using the Sugar Smart app rank the products for the most sugary.



Research Activity 2: Bring a selection of cereal bars or juices in (or photos). Ask children to rank them in order of most healthy just by what looks good for them.



Then ask the children to look at the ingredients on the back to find out how much fat and sugar is in the product. Rank the products again in order of healthiness.

Ask the children to find the answers to the following questions while they are watching the film.

At what age do you think children can recognise the McDonald's logo?

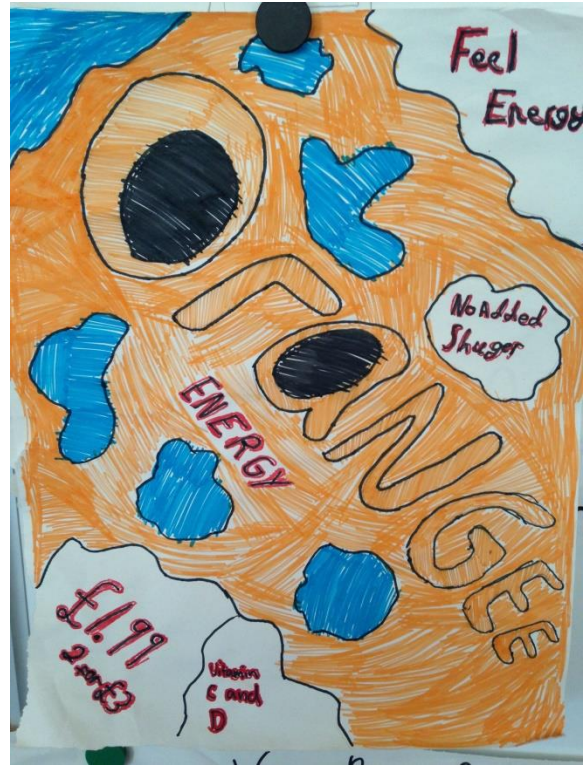
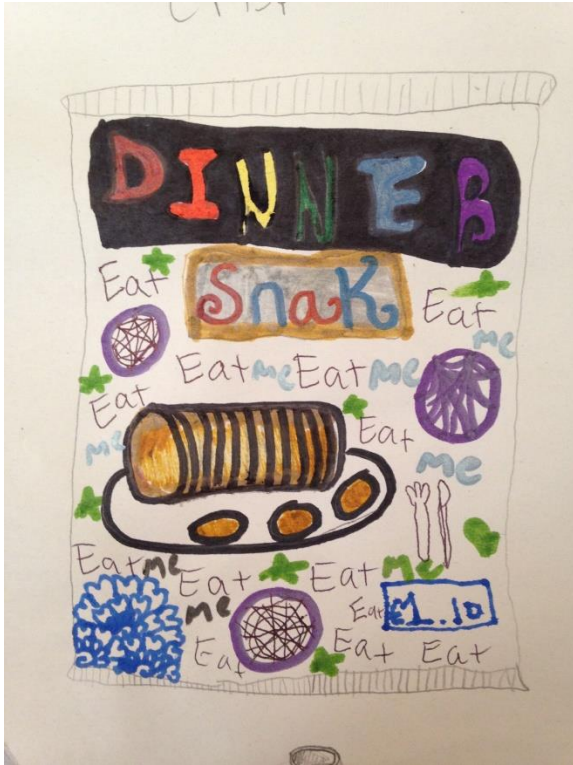
Where do you find sweets in a corner shop or supermarket?

What is the difference between what's on the front of a food packet and what's on the back?

Show the film

Discussion activity after seeing the film: In groups think of the three questions (what age do children recognise the McDonald's logo and where are sweets placed in a shop, what's the difference between what's on the front and back of a packet) and think about what effect that might have on children.

Task: Design packaging for a food product to sell to children. (This can be done at any stage in the lesson/s)



Reading Adverts Activity Sheet for Where The Lies Are



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Form 1. Pre-lesson activity.

TAKE PHOTOS OF ALL THE FOOD ADVERTISING YOU NOTICE ON YOUR JOURNEY TO SCHOOL

DATE	WHAT DID YOU SEE (EG, poster, packaging, sign)	WHAT WAS IT ADVERTISING? WHAT WAS THE BRAND? (eg, sweets, ice cream)	WHERE DID YOU SEE IT? (EG on a bus, in a shop window,)	WHAT DID IT LOOK LIKE? (EG, did it say SPECIAL OFFER, did it have exclamation marks!! or big stars, bright colours)

Form 2 Breakfast Activity

Write down your breakfast products in order of healthiness.

	Name of product
1	
2	
3	
4	
5	

Reading Adverts Activity Sheet for Where The Lies Are



Now, using the sugar app, rearrange the products in order of sugar content.

	Name of product
1	
2	
3	
4	
5	

Form 3 Cereal Bars/Juices. Put the top five cereal bars or juices in order of healthiness just by looking at the front of the packet.

	Name of product
1	
2	
3	
4	
5	

Now look at the ingredients on the back of the packet and rearrange the bars according to how much sugar is in the product.

	Name of product	Amount of sugar
1		
2		
3		
4		
5		