

4-H Grab and Go: Marketing Madness

Concept:

Media can influence healthy behaviors.

Age/Grade Level:

Middle school: Ages 12-15

Education Standard:

National Health Education Standard 2: Analyze the influences of family, peers, culture, media, technology, and other factors on health behaviors.

Life Skill:

Critical Thinking, Communication, Analyzing Information

Success Indicator:

Youth will learn to identify techniques used in marketing and how it might influence decisions.

National 4-H Curriculum:

Health Rocks!

4-H ■ HEALTHY LIFE SERIES

PREPARATION

Time: 30 – 45 minutes

Space:

Large open classroom

Materials:

- Variety of ads from magazines
- Snack items – include several brand name and generic products

Background Information:

Tobacco and alcohol companies spend billions of dollars each year to promote their products. These promotions are shared through the media and in places where they are easily available for youth to view. Tobacco and alcohol companies use marketing techniques and special brand recognition campaigns to help sell their image and products. Marketing products is one method for getting new customers. Consumers are needed to continue making money and doing business.

Instructions:

1. Lay snack items on a table making sure both brand and generic names can be seen. Ask participants to select some snacks before they get started. When they have returned to their seats, ask them what items they selected. Why did you select that item? (Note: In most cases, brand name items will be selected first.) Ask why brand names would be selected first?

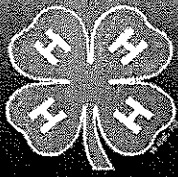
2. Read the following list. What brand do you think of when the item is mentioned?

Tennis shoes* Cola drink* Jeans* Music*
Fast food restaurant* Beer* Tobacco*

What do each of the names shared have in common? (Note: They most likely will be brand names.) Discuss branding of products. (See definition in **Additional Notes/Extension/Glossary.**)

3. Now think of all the ways that tobacco and alcohol might be marketed. List these on the chalkboard/ flipchart. (Examples of marketing methods that might be included: in store ads; direct mail; giveaway such as hats and t-shirts; contests; point-of-sale displays; print media including newspapers, magazines and flyers; billboards; electronics such as computers and cell phones; sponsorship of sporting events, contests; etc.) Discuss the following questions:

- Which methods do you think are most prominent?
- How do you feel these might affect the likelihood that you would engage in the use of tobacco and alcohol?
- It has been found that advertisers portray young adults who are drinking to have more fun, greater sex appeal,



Marketing Madness

Youth Development Tip:

Provide youth with opportunities that make them aware of media's influence on their purchases.

Open Ended Questions:

- How are the marketing techniques influencing the way you think about products? Feel about products? Make healthy choices?
- Were you surprised by the amount of power and influence brand names may have on your choices? Why or why not?
- What marketing technique(s) do you think is most influential with youth?
- How much control does marketing have on your buying decisions? Why or why not?
- How will what you have learned help you to avoid tobacco and alcohol products?

higher social status, and even more friends. Do you agree with this statement? Why or why not?

4. Discuss the following techniques used in marketing:

Sentimental: Makes you think of family and taking care of people. Brings to mind feelings of the way grandma used to do it.

Bandwagon: Everyone is buying it. It's the thing to do. Makes you accepted as part of the crowd.

Entertainment: Makes you think of good things and experience feelings of excitement and fun.

Information: Gives simple, direct information

Appealing: Appeals to your senses. Attracts us through beauty and sexuality of people, places, and things.

Facts & Figures: Provides some very impressive statistics or scientific data that may not mean anything.

Endorsements: Popular sport figures, TV and movie stars, recording artists, and others tell you about the product.

Lifestyle: Links the product with a certain lifestyle or way of doing things such as the perfect family does this, sports lovers do this, or those who are successful do this.

5. If time allows, pass out ads and identify what techniques are being used. What is the ad selling? Who is it selling to? Age? Gender? Ethnicity?

6. Review the Open Ended Questions.

Additional Notes/Extension/Glossary

Brand - the personality or identity of the product. It is developed by how the buyer perceives the product and how the product can benefit them.

Branding - the steps taken to develop the brand name.

Learn More

The following website provides additional information:

http://www.media-awareness.ca/english/resources/educational/handouts/advertising_marketing/mtt_advertising_strategies.cfm