

Approach: One to one
Focus: Critical evaluation of advertisements
Resources: Video recording on laptop computer

Questions / instructions:

This activity uses the computer. Click the *Breakfast Foods* button.

You are going to see some television advertisements for breakfast foods. Here is the first advertisement.

Click the *Ricies* button.

DESCRIPTION:
Screen says "Re-charge your kids on ricies". Four children playing drums, expanding to large group. All children except one slow down and stop playing drums.

VOICEOVER: You may be surprised to find how nutritious Ricies is. It's packed with B vitamins, iron and complex carbohydrates that will keep them going and going all morning. Recharge your kids on Ricies.



	% responses	
	y4	y8
1. Who do you think this advertisement is aimed at?		
parents and children	7	18
parents	8	30
children	38	45
neither	47	7
2. Why do you think that?		
Quality of explanation: <i>(Nutrition detail, talks about "your kids", sounds like advice to parents, shows kids staying energetic, action appeals to kids)</i>		
very good/excellent	2	6
good	7	24
moderately good	39	47
poor	52	24

	% responses	
	y4	y8
3. What does the advertisement message "Recharge your kids on Ricies" mean?		
Quality of explanation: <i>(Ricies is nutritious, gives energy, keeps kids going)</i>		
very good/excellent	5	10
good	19	35
moderately good	50	47
poor	27	7
4. How does the video show this message?		
only child left playing drums had eaten Ricies	68	91
shows children doing energetic things happily	4	9

DESCRIPTION:
Screen shows athletic man running through variety of dangerous sets; his fuel gauge is almost on empty; refuels on cereal and continues running.

VOICEOVER:
Power the machine with Kelloggs Nutri-Grain with carbos for energy, protein for muscle development and calcium for bone strength. Because it's not about what's behind you but what's in front of you.



	% responses	
	y4	y8
5. Who do you think this advertisement is aimed at?		
adults	19	20
teenagers/young adults	8	28
both above	4	11
children	9	7
sports people, people who need lots of energy	14	27
no clear choice	61	34
6. Why do you think that?		
Quality of explanation: <i>(Shows energy, endurance, recovery, sports clothing, sports activities)</i>		
very good/excellent	2	4
good	5	16
moderately good	36	49
poor	58	32

	% responses	
	y4	y8
7. What does the advertisement message "It's not what's behind you but what's in front of you" mean?		
Quality of explanation: <i>(Forget about past challenges, you'll need energy and commitment to overcome future challenges, Nutri-Grain will give you the energy)</i>		
very good/excellent	1	3
good	3	15
moderately good	19	33
poor	77	49
8. How does the video show this message?		
man faces challenges well after eating Nutri-Grain	27	50

DESCRIPTION:
Screen shows teenager arriving early for work at an appliance store, drinking Up & Go; gathers a lot of electric fans together and dives off shelf into them.

VOICEOVER:
Up & Go gives you the goodness of two Weetbix and milk, plus an extra 10 minutes in the morning. What you do with that time... is up to you.



Click the Up & Go button.

9. Who do you think this advertisement is aimed at?

	y4	y8
adults	12	22
teenagers/young adults	8	28
children	4	2
no clear choice	76	49

10. Why do you think that?

Quality of explanation:

(Shows young person/teenager, unlikely activity for older adults, could not be done by children)

	y4	y8
very good/excellent	1	3
good	2	11
moderately good	19	34
poor	78	52

11. What does the advertisement message "Gives you an extra 10 minutes in the morning" mean?

Quality of explanation:

(Shows time, food preparation, all you need in one pack, lets you do exciting extra things)

	y4	y8
very good/excellent	2	11
good	6	21
moderately good	25	36
poor	68	33

12. How does the video show this message?

	y4	y8
says it gives you equivalent of milk and cereal in one pack	10	15
shows what fun you can have with the extra time	24	57

13. There was a similar message in all three ads that tried to get people to think the breakfast foods would be good for them. Try to explain to me what the similar message was in all three ads.

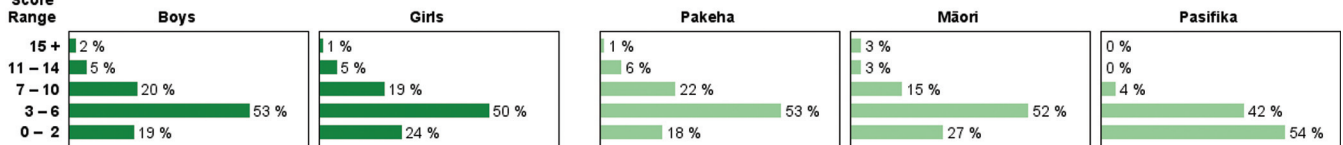
	y4	y8
clearly explained	10	30
yes, vaguely	42	51
no	48	19

Total score:	y4	y8
15 or more	2	13
11-14	5	23
7-10	20	40
3-6	52	20
0-2	22	3

Subgroup Analyses:

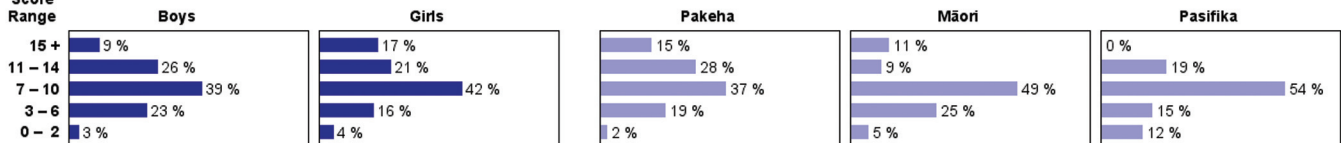
Year 4

Score Range



Year 8

Score Range



Commentary:

This task, focused on understanding advertisements, proved to be difficult for the year 4 students. Year 8 students performed substantially better. Year 4 Pasifika students scored particularly poorly, with major improvement at year 8.