

Approach: One to one

Year: 8

Focus: Interpreting and comparing advertisements

Resources: Video recording on laptop computer, picture

## Questions / instructions:

This activity uses the computer.

In this activity you are going to look at two adverts for Marmite.

One is a magazine ad and the other is a TV ad.

Show picture.



1. What do you think this magazine ad is telling us about Marmite?

Marmite has lots of iron

Marmite keeps kids pumped

Marmite makes kids/people energetic

Marmite makes kids/people strong

2. What things have been done so that this ad catches the magazine reader's attention?

arm coming out of marmite jar

barbell/weight that arm is holding

Marmite appearance of arm/weight/barbell TV ad

% response  
2006 ('02)

year 8

53 (65)

41 (30)

35 (34)

75 (68)

56 (40)

68 (61)

28 (21)



Now let's watch the TV ad for Marmite.

Click the **Marmite** button.

3. What do you think this TV ad is telling us about Marmite?

Marmite has lots of iron

Marmite is 100% vegetarian

Marmite makes us strong/powerful

Marmite makes us energetic

4. What things have been done so that this ad catches the TV viewer's attention?

dramatic sound

image of vigorous movement inside jar, making it jump around

image of vigorous movement inside jar, making it appear ready to burst

strong arm popping out

basketball movement

image of Marmite ball descending onto toast and spreading

% response  
2006 ('02)

year 8

63 (65)

5 (28)

49 (50)

18 (16)

19 (19)

18 (23)

17 (20)

55 (41)

53 (20)

59 (51)

Now I want you to think about both ads.

5. Which ad tells us more about Marmite?

magazine

TV

6. How does it give more information about Marmite than the other ad?

only yeast spread with iron  
(written and spoken)

100% vegetarian (written)

**Total score:** 12-19

9-11

6-8

3-5

0-2

% response  
2006 ('02)

year 8

19 (13)

78 (84)

26 (29)

7 (29)

4 (5)

33 (25)

42 (43)

19 (21)

2 (6)

## Subgroup Analyses:

Year 8

Score

Range

Boys

Girls

Pakeha

Māori

Pasifika

12-19

2 %

33 %

41 %

21 %

2 %

7 %

31 %

43 %

17 %

2 %

6 %

37 %

41 %

15 %

1 %

1 %

17 %

48 %

29 %

5 %

0 %

34 %

36 %

28 %

2 %

## Commentary:

This task asked year 8 students to analyse two forms of an ad for Marmite, in print and on TV. Students in 2006 performed slightly better than did students in 2002. There were no gender differences, but Pakeha and Pasifika students did somewhat better than Māori students.