Trend Task:

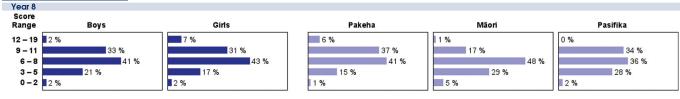
Approach:

One to one Interpreting and comparing advertisements Video recording on laptop computer, picture

Questions / instructions:			% res 2006	
This activity uses the computer.	It's the iron in Marmite	 What do you think this magazine ad is telling us about Marmite? 		year 8
In this activity you are	that keeps kids pumped.	Marmite has lots of iron		53 (65)
going to look at two		Marmite keeps kids pumped		41 (30)
adverts for Marmite.		Marmite makes kids/people energetic		35 (34)
One is a magazine ad and	atten A manual	Marmite makes kids/people strong		75 (68)
the other is a TV ad.	James and States	2. What things have been done so that		
Show picture.		this ad catches the magazine reader's attention?		
	786 HEALTH FOOD COMPLAY	arm coming out of marmite jar		56 (40)
	Sanitarium ==	barbell/weight that arm is holding		68 (61)
	HE OF SIGNAL yeast sprid	Marmite appearance of		
		arm/weight/barbell TV ad		28 (21)
Aarmite Aarmite		(Soutering) ye	The onleast sprewith iro	ead

NEMP Access Task

Now let's watch the TV ad for Marmite.	% response 2006 ('02)		% response 2006 ('02) year 8	
Click the <i>Marmite</i> button.	year 8			
3. What do you think this TV ad is telling		Now I want you to think about both ads.		
us about Marmite?		5. Which ad tells us more about Marmite?		
Marmite has lots of iron	63 (65)	magazine	19 (13	
Marmite is 100% vegetarian	5 (28)	· · · · · · · · · · · · · · · · · · ·		
Marmite makes us strong/powerful	49 (50)	TV	78 (84	
Marmite makes us energetic	18 (16)	6. How does it give more information about		
4. What things have been done so that this		Marmite than the other ad?		
ad catches the TV viewer's attention?		only yeast spread with iron		
dramatic sound	19 (19)	(written and spoken)	26 (29	
image of vigorous movement inside		100% vegetarian (written)	7 (29	
jar, making it jump around	18 (23)	° ()	,	
image of vigorous movement inside jar,		Total score: 12–19	4 (5)	
making it appear ready to burst	17 (20)	9–11	33 (25	
strong arm popping out	55 (41)	6–8	42 (43	
basketball movement	53 (20)	3–5	19 (21	
image of Marmite ball descending		0-2		
onto toast and spreading	59 (51)	0-2	2 (6)	



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.

Marmite



100% vegetarian

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