

# ADVERTISING RESEARCH

## LEARNING OUTCOMES

Students recognize the effect that advertisements can have on their consumer choices and learn to choose better beverages regardless of media exposure.

## SUPPLIES NEEDED

Handout to record findings: "Beverage Advertisements"

## AGE GROUP

Middle School & High School

1. Give students one week to track how many ads they see that promote any beverage options (sugary or not). **Note:** \*Ask students to keep track during their usual day-to-day activities. We are not asking them to watch more TV than they normally do.
2. Have students record their findings on the activity handout
3. Back in class, students will report their findings and create an overall summary of the number of ads organized by product type (sugary drink vs. better beverage). Compare the two lists for a class discussion. Possible questions include:
  - Why do you think one type of beverage was advertised more than the other?
  - What sort of patterns did you see in the advertisements? (probe for: celebrity endorsements, athletes, popular music)
  - How do you think these advertising tactics can affect your drink choices?
  - Did you see advertisements for healthy drinks? If so, were they any different from ads for sugary drinks?
  - What other options are available to us?  
(present [BetterBeverageFinder.org](http://BetterBeverageFinder.org))

**OPTIONAL:** Present informal class survey to other classes to begin a dialogue about sugary drink advertising and how to make "Better Beverages" more widely available and popular. Perhaps students are challenged to make their own ads for a "Better Beverage" or the "Better Beverage Finder".

