**Activity Worksheet: Analyse adverts for bottled sweetened drinks (lesson 1)**

**Introduction:**

The students analyse advertising clips and print advertising on sweetended drinks and/or bottled water

on.

**Target group:** secundary schools

**Learning goals:** students learn about influence and effect of advertising on drinking behaviour

**Time needed:** 50 minutes

**Tools and materials needed:**

* students bring back different types of advertising for bottled water and/or sweetened drinks that they find particularly appealing (e.g. from newspaper, photographed posters, television advertisements published on the internet...)

**What to do:**

* Students are divided into three different groups (poster advertising, print advertising, television advertising).
* Each group receive the advertising collection of the advertisements that matches their order.
* The group take a close look at the adverts.
* Brainstorming: Write spontaneously all the thoughts that come to your mind when you are viewing / reading.
* What elements does the advert have?   
           Picture element (photo, graphic ...)  
           Headline (headline, product name)  
           Logo (identification mark of a product or company)  
           Body text (product information)  
           Slogan (motto, guiding principle)
* Who is the recipient? To which group of people (gender, age, educational level, interests, preferences, origin, social class, income group, marital status, etc.) does advertising primarily address?
* After that, each student creates a top 5 ranking with his personal favorites. Justify the decisions.

Make sure that you do not judge the advertised product, but the design of the advertising.

* Then the ranking is analyzed and **criteria for successful promotion are developed** by the group members.