

# Advertising Jingles and Phrases



**“I’m Loving It”**

**“Taste the Rainbow”**

**“They’re Magically Delicious”**

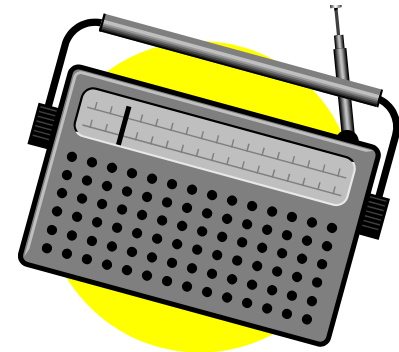
**“Once You Pop, You Cannot Stop”**



**NURTURE**

[www.nurtureyourfamily.org](http://www.nurtureyourfamily.org)

# Advertisements Are Everywhere!

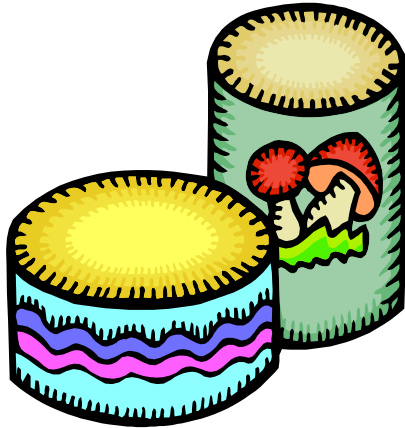


# “Hungry? Why Wait?”



# What Is The Advertisement Selling?

Is it a Product?



Is it a Service?



# Who Is The Target Audience?



**Families**



**Kids**



**Grandparents**



**Teenagers**

# What Is The Hook?



Famous Athlete



Coupons

*SWEEPSTAKES  
\$10,000*

**COLORFUL PACKAGING**

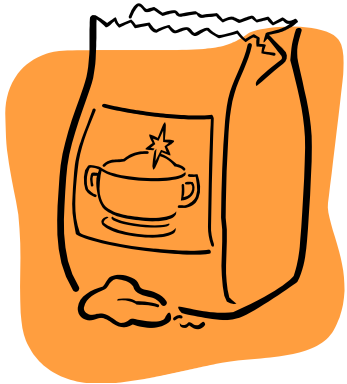


**NURTURE**

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# What Are They Not Telling Me?

## Check the Nutrition Label and Ingredients List



Sugar

Whole grains or  
enriched grains

Natural flavorings



Real fruit



# CHEEZE-ITS

Sunshine®

Cheez-It®



<b>Nutrition Facts</b>	
Serving Size	1 Package (35g)
<b>Amount Per Serving</b>	
<b>Calories</b> 180	Calories from Fat 80
<b>% Daily Value*</b>	
<b>Total Fat</b> 9g	<b>14%</b>
Saturated Fat 2g	<b>10%</b>
<i>Trans Fat</i> 0g	
Polyunsaturated Fat 4.5g	
Monounsaturated Fat 2.5g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 290mg	<b>12%</b>
<b>Total Carbohydrate</b> 20g	<b>7%</b>
Dietary Fiber less than 1g	<b>3%</b>
Sugars 0g	
<b>Protein</b> 4g	
Vitamin A 2% • Vitamin C 0% • Calcium 4% • Iron 6%	
* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:	
	Calories 2,000 2,500
Total Fat	Less than 65g 80g
Sat. Fat	Less than 20g 25g
Cholesterol	Less than 300mg 300mg
Sodium	Less than 2,400mg 2,400mg
Total Carbohydrate	300g 375g
Dietary Fiber	25g 30g

**INGREDIENTS:** ENRICHED FLOUR (WHEAT FLOUR, NIACIN, REDUCED IRON, THIAMIN MONONITRATE [VITAMIN B<sub>1</sub>], RIBOFLAVIN [VITAMIN B<sub>2</sub>], FOLIC ACID), SOYBEAN AND PALM OIL WITH TBHQ FOR FRESHNESS, SKIM MILK CHEESE (SKIM MILK, WHEY PROTEIN, CHEESE CULTURES, SALT, ENZYMES, ANNATTO EXTRACT FOR COLOR), SALT, CONTAINS TWO PERCENT OR LESS OF PAPRIKA, YEAST, PAPRIKA OLEORESIN FOR COLOR, SOY LECITHIN.

**CONTAINS WHEAT, MILK AND SOY INGREDIENTS.**

Photo retrieved from:  
<http://www.kelloggs.com/content/dam/common/products/nutrition/45423.jpg>



What Are They Selling?  
 Who Is Their Target Audience?  
 What Is The Hook?  
 What Are They Not Telling Us?



**INGREDIENTS:** PEARS FROM CONCENTRATE, SUGAR, MALTODEXTRIN, WATER, CORN SYRUP, PARTIALLY HYDROGENATED COTTONSEED OIL. CONTAINS 2% OR LESS OF: CARRAGEENAN, CITRIC ACID, ACETYLATED MONO AND DIGLYCERIDES, SODIUM CITRATE, MALIC ACID, XANTHAN GUM, LOCUST BEAN GUM, VITAMIN C (ASCORBIC ACID), POTASSIUM CITRATE, NATURAL FLAVOR, COLOR (YELLOW 5, RED 40, BLUE 1).

DISTRIBUTED BY  
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GOOD SOURCE OF VITAMIN C 80 CALORIES PER ROLL • GLUTEN FREE	
<b>Nutrition Facts</b>	
Serving Size 1 roll (21g) Servings Per Container 6	
<b>Amount Per Serving</b>	
<b>Calories 80</b>	Calories from Fat 10
	<b>% Daily Value*</b>
<b>Total Fat 1g</b>	<b>2%</b>
Saturated Fat 0g	<b>0%</b>
Trans Fat 0g	
<b>Cholesterol 0mg</b>	<b>0%</b>
<b>Sodium 45mg</b>	<b>2%</b>
<b>Total Carbohydrate 17g</b>	<b>6%</b>
Sugars 9g	
<b>Protein 0g</b>	
Vitamin C	<b>10%</b>
Not a significant source of dietary fiber, vitamin A, calcium and iron.	
*Percent Daily Values are based on a 2,000 calorie diet.	

Carbohydrate Choices: 1

# Questions

1. What is the ad selling?
2. Who is the target audience?
3. What is the hook?
4. What are they not telling me?