

Sensational Snacks Commercials

Nutrition Lesson(s) Supported:

-Sensational Snacks

Supplies Needed:

- Writing paper and pencils
- Large piece of paper for brainstorming ideas
- Construction paper for creating visuals
- markers/crayons

Length of Time to Complete:

Two to four 30 minute sessions

Audience (grades): 3-5

Lesson:

Today we're going to make a commercial for a Sensational Snack. In order to make an effective commercial you have to have a really simple message that makes people FEEL good about the product. You only have 15 to 30 seconds to get your idea across. Visuals and humor can be very effective as long as they reinforce your key point. In addition, advertisers will often use other tricks to make you feel good about using their product.

Let's look for the tricks in this McDonald's ad. What are they trying to say?

<http://youtu.be/0eN9KP6IOZs>

- McDonalds is cool and fun
- McDonalds is good family meal
- McDonalds is liked by people of all ages
- Ends with the McDonald's slogan, I'm loving it, to reinforce the whole commercial.

Unfortunately, most of the advertising money is used to try and sell you slow foods like chips, burgers, fries, sugary cereals, etc. Did you know that over \$11 billion dollars was spent on food advertising in 2005? Only a little over \$9 million dollars was spent on nutrition education in 2005.

Here's an example of a commercial that tries to help people. Let's see what methods they use. United Way and NFL Play 60 Commercial

http://www.youtube.com/watch?v=ce_Vt4f5Nv8

- Celebrities (NFL players) encouraging kids to play: Being active makes you popular
- Referring to respected organizations: NFL and United way – you can trust the message
- Upbeat music and everyone is smiling: active play is fun
- Lots of examples of active play: everyone can find something they like to do

So today we'll make a commercial to show our families and friends why they should choose a Sensational Snack instead of slow foods.

So what is a Sensational Snack?

It is two handfuls

It has foods from at least two food groups

It is made up of Go Foods

It gives us the energy we need to keep going between meals

Let's do some brainstorming. (Write down the ideas on a big sheet of paper)

- What are some Sensational Snacks that you really enjoy?
- How do Sensational Snacks make you feel? What types of activities, images, and music match that feeling?
- Why are Sensational Snacks important? How can you send that message visually?
- Do you have any ideas for a commercial? All ideas are good ideas. We'll narrow down the ideas later.

Ok, now let's start making the commercial. (If the group is large, break into teams of 7 to 10 kids. Provide the following steps. Move from group to group providing guidance.)

1. Choose one specific idea that you want to build a commercial around.
2. Brainstorm ideas for turning that idea into a commercial.
3. Think through and write the script. Create visual aids if needed.
4. Assign roles and practice your commercial.
5. Perform your commercial for the class/group.