


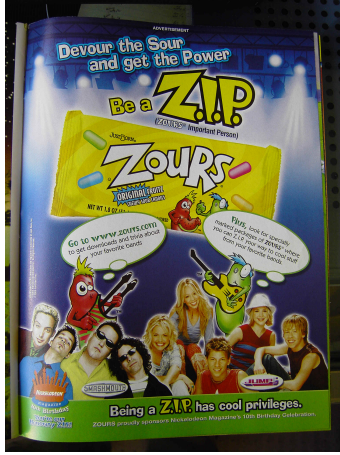

# Food: Sample Ads


## DECONSTRUCTING ADS FOR SNACK AND JUNK FOOD WHICH TARGET YOUNG CHILDREN

*Written and produced by Frank Baker, Copyright 2004*



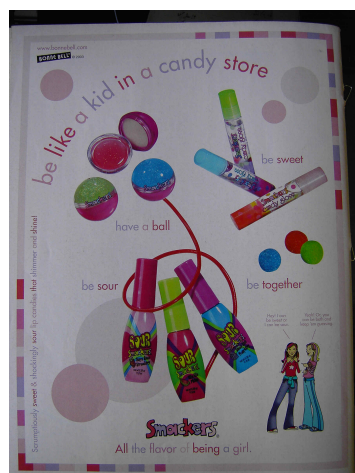
<b>Product Name/ Link to Manufacturer</b>	<b>Questions to answer</b>	<b>Ad Images</b> (from Nickelodeon magazine)	<b>Describe the Words &amp; Images in the ad</b>
Tony's Original Crust Pepperoni Pizza <a href="#">Schwan's Consumer Brands</a>	Meal or Snack Healthy or not		WORDS: Infatuation What you really want! IMAGES: Girl has snatched a slice of pizza from a boy in a boys only tree house

<p>Zours Original Fruit Chewz Sour Candies <a href="#">Just Born Inc.</a></p>	<p>Meal or Snack Healthy or not</p>	 <p>The advertisement for Zours candy features a central product shot of a yellow Zours candy wrapper. Above the wrapper, the text reads "Devour the Sour and get the Power" and "Be a Z.I.P. (Zours is an Initial Person)". Below the wrapper, there are two speech bubbles: one says "Go to WWW.ZOURS.COM to get a Zours card that says 'I got my favorite candy!' and the other says "Play, and for candy, never get bored! Zours is the only candy that's got you covered with the power of sour." At the bottom, a group of diverse people is shown, with the text "Being a Z.I.P. has cool privileges." and "ZOURS proudly sponsors Philadelphia's Original Rock &amp; Roll Marathon."</p>	<p>WORDS: Devour the Sour and get the Power. Be a Z.I.P. Being a Z.I.P. has cool privileges. IMAGES: product center of the ad; 2 rock bands featured at the bottom; two Zour characters with bubble messages</p>
<p>Ritz Bits Sandwiches KF Holdings (<a href="#">Nabisco</a>)</p>	<p>Meal or Snack Healthy or not</p>	 <p>The advertisement for Ritz Bits cheese crackers features a central image of a hockey rink. A large Ritz Bits cheese cracker is the main focus, with a hockey stick and puck nearby. The text at the top reads "GOTTA PLAY ROUGH TO CRAM IN ALL THAT CHEESE!". At the bottom, it says "MORE MMM IN THE MIDDLE." and shows a small Ritz Bits cheese cracker box.</p>	<p>WORDS: Gotta Get Rough To Cram In All The Cheese! More MMM in the middle. IMAGES: Hockey rink with Ritz crackers as players</p>

<p>Lunchables Fun Fuel KF Holdings (<a href="#">Oscar Mayer</a>)</p>	<p>Meal or Snack Healthy or not</p>	 <p>The image is a colorful advertisement for Lunchables Fun Fuel Strawberry Yogurt. It features a cartoon boy with dark hair, wearing a green and white checkered shirt and blue shorts, running happily. He is holding a large container of the yogurt. The background is a bright blue sky with a yellow sun. There are several text elements: 'Fuel Up for FUN!' in the top right, 'LOOK JUICE UP! YOU'VE GOT A BURST!' in the middle right, and 'Get a burst from all-natural strawberry yogurt.' in the bottom left. There are also images of the product packaging and a Lunchables logo.</p>	<p>WORDS: Charge up with a chicken wrap sandwich; Fuel up for Fun!; 100% juice gives you an extra boost; get a burst from strawberry yogurt! IMAGES: Computer generated boy in a running pose; colored arrows point out the copy</p>
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Smackers  
[Bonne Bell](#)

Meal or  
Snack  
Healthy  
or  
not



WORDS: Be like a kid in a candy store; be sweet, have a ball, be sour, be together  
Smackers all the flavor of being a girl  
IMAGES: Two girls are seen talking at the bottom right hand corner; the ad shows what appears to be nail polish and makeup which are really candy; lots of lavenders and pinks

**NEW** ads in [Spanish](#)