



Food: Sample Ads


DECONSTRUCTING ADS FOR SNACK AND JUNK FOOD WHICH TARGET YOUNG CHILDREN

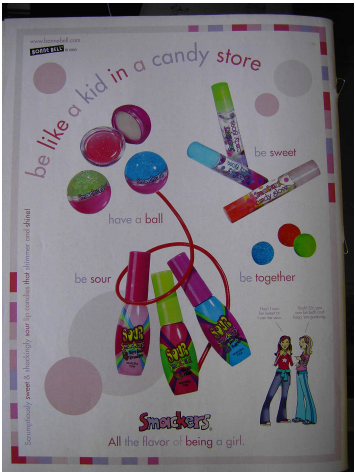
Written and produced by Frank Baker, Copyright 2004



Product Name/ Link to Manufacturer	Questions to answer	Ad Images (from Nickelodeon magazine)	Describe the Words & Images in the ad
Tony's Original Crust Pepperoni Pizza Schwan's Consumer Brands	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 Just Born Inc.</p>	<p>Meal or Snack Healthy or not</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 (Nabisco)</p>	<p>Meal or Snack Healthy or not</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 (Oscar Mayer)</p>	<p>Meal or Snack Healthy or not</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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<p>Smackers Bonne Bell</p>	<p>Meal or Snack Healthy or not</p>		<p>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</p>
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NEW ads in [Spanish](#)