

CONSUMER AWARENESS



21st Century citizens need to regularly analyze the messages coming from both the media, stores and services to avoid unnecessary spending.

Media Literacy is the ability to think critically about the media sources people interact with daily.

Consumer awareness is about the consumer having accurate information to make informed purchases. When consumers are informed they are more aware of their rights as well as can find ways to avoid scams and misleading marketing.

10 "HEALTHY" FOOD LABELS, EXPOSED

(CBC Marketplace)



ANTICIPATION GUIDE

Read the statements below. Then check the answer box that align with your thoughts.

Statements	Yes	No
I read food labels before I purchase food.		
I believe everything I read on product packaging.		
Companies use creative wording on product packaging.		
My purchases are influenced by product packaging.		
I eat foods that I like. I am not concerned with food labels.		
I prepare food at home so I know what ingredients are in my food.		
Companies use creative packaging to help market their products.		

FOOD LABELS

© <http://www.2peasandadog.com>

Campbell's
Healthy Request
Soup

What concerns about the labels are shared?

Kellogg's Nutri
Grain bars in
Superfruit
Flavours

What concerns about the labels are shared?

Wonder + White
with Fibre bread

What concerns about the labels are shared?

Kraft Dinner
Smart Flax
Omega-3

What concerns about the labels are shared?

Praeventia
Cookies

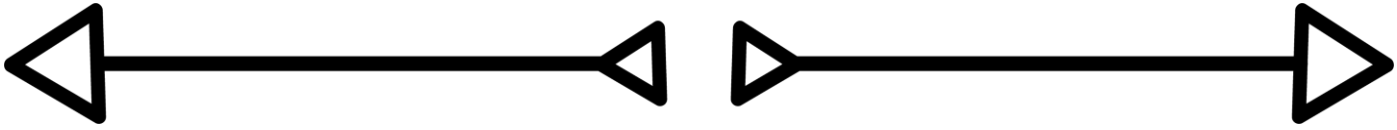
What concerns about the labels are shared?

FOOD LABELS

© <http://www.2peasandadog.com>

McCain Pizza Pockets	What concerns about the labels are shared?
Oasis Healthy Break CholestPrevent Juice	What concerns about the labels are shared?
Carnation Breakfast Essentials	What concerns about the labels are shared?
DanActive Probiotic Drink by Danone	What concerns about the labels are shared?
Maple Leaf Natural Selections Meats	What concerns about the labels are shared?

EXTEND YOUR LEARNING



YOUR TASK

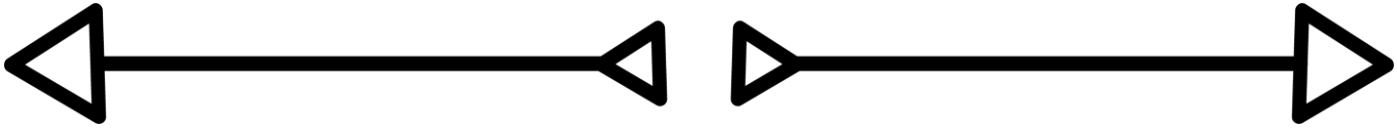
1. Think of your favourite unhealthy snack food.
2. Create a new advertising slogan.
3. Create a new food packaging label to rebrand it as a “healthier” choice.
4. See the sample below.

CHEESY PUFFS

A bit of cheese in every bite.



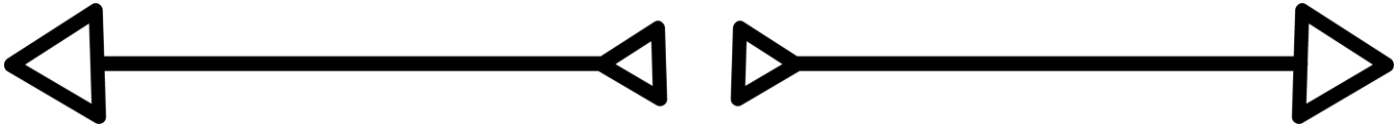
EXTEND YOUR LEARNING



Food Slogan
Brainstorming

Food Packaging
Sketches

PRODUCT LABEL ASSESSMENT



Criteria	Mark
Layout and Design Criteria	Worth 25 Points
<input type="checkbox"/> Slogan and label are relevant to the task and product	/10
<input type="checkbox"/> Interesting and appealing design	/10
<input type="checkbox"/> Relevant pictures	/5
	Total Points /25
	Final Mark %

Feedback: