FOOD
DETECTIVES

Marketing Unit
Key Terms, Concepts, & Guided Practice

MARKETING

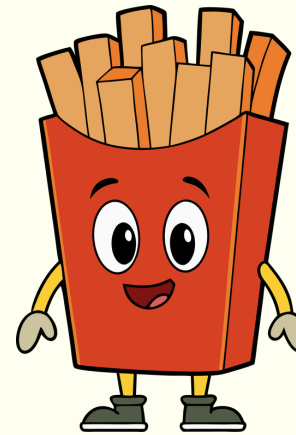Definition: Strategies companies use to promote or sell their products
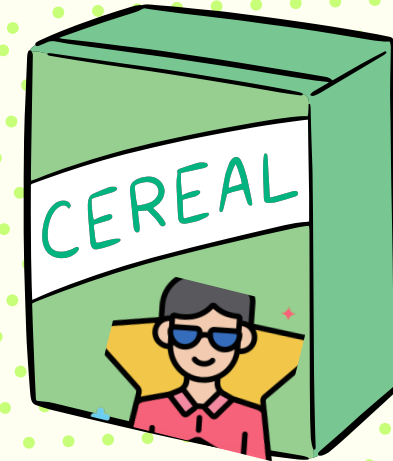
MARKETING STRATEGY EXAMPLES
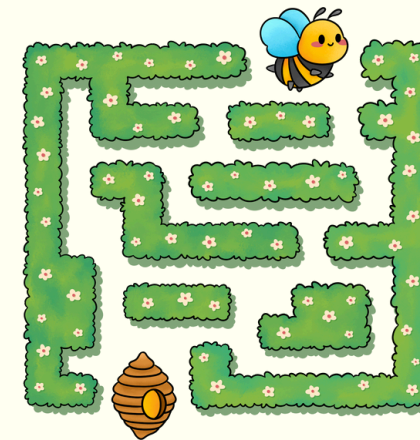
FOOD DETECTIVES

Bright Colors

Cartoons

CEREAL

Celebrities

100% WHOLE WHEAT

Health Claims

Prizes & Games

TARGET AUDIENCE

Definition: The specific group of consumers toward which a product or marketing strategy is aimed.

TARGET AUDIENCE EXAMPLES
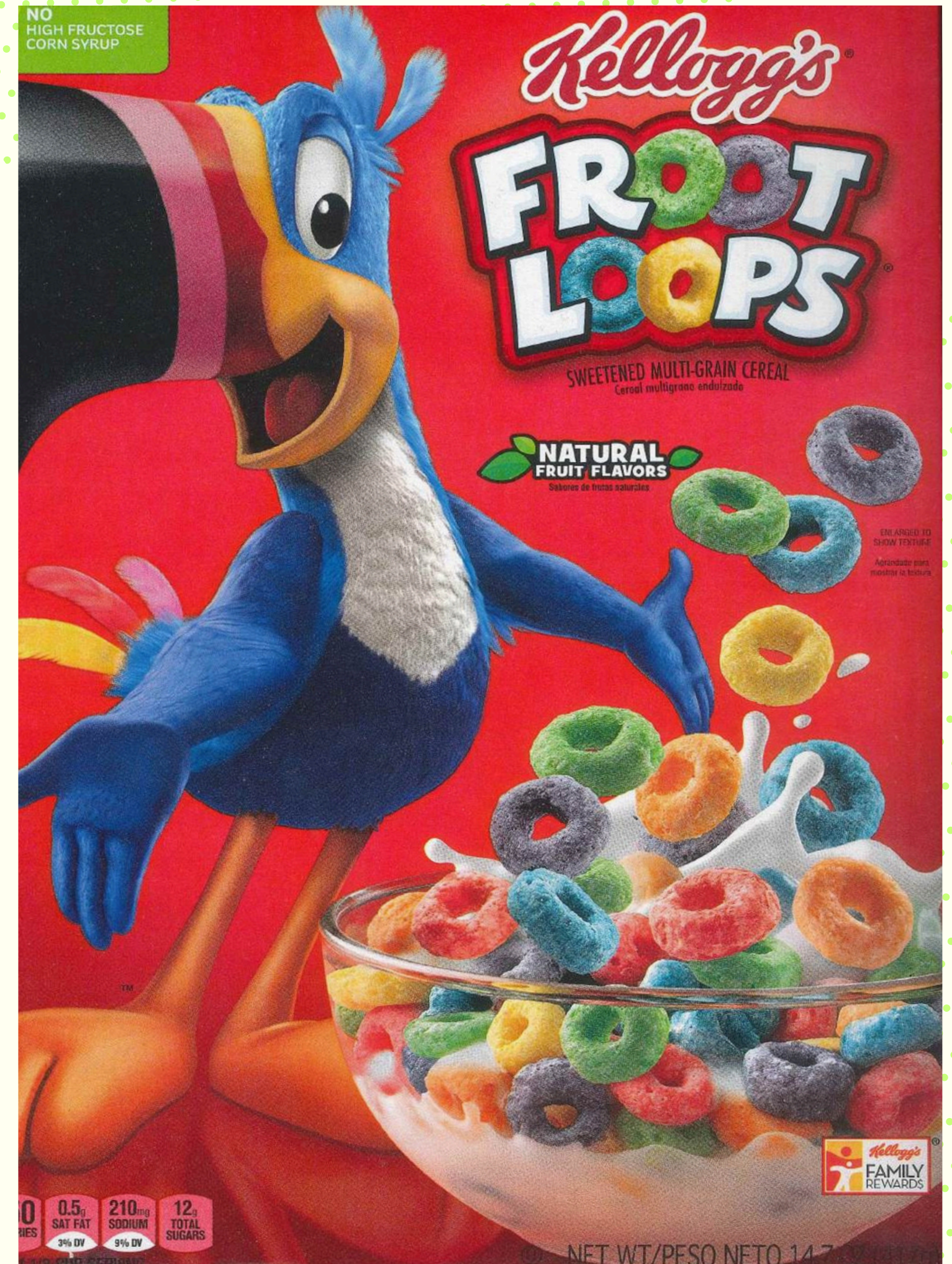
FOOD DETECTIVES

Kids

Teens

Adults

Athletes

Families

GUIDED PRACTICE

1. What **marketing strategies** do you see?

2. Who is the **target audience**?

GUIDED PRACTICE

1. What **marketing strategies** do you see?
   - Bright Colors
   - Health Claims
   - Cartoon Mascot

2. Who is the **target audience**?
   - Kids (bright colors, cartoon)
   - Adults (natural fruit flavor)
   - Families (family rewards

GUIDED PRACTICE

1. What **marketing strategies** do you see?

2. Who is the **target audience**?

GUIDED PRACTICE

1. What **marketing strategies** do you see?
   - Bright Colors
   - Health Claims

2. Who is the **target audience**?
   - Athletes

GUIDED PRACTICE

1. What **marketing strategies** do you see?
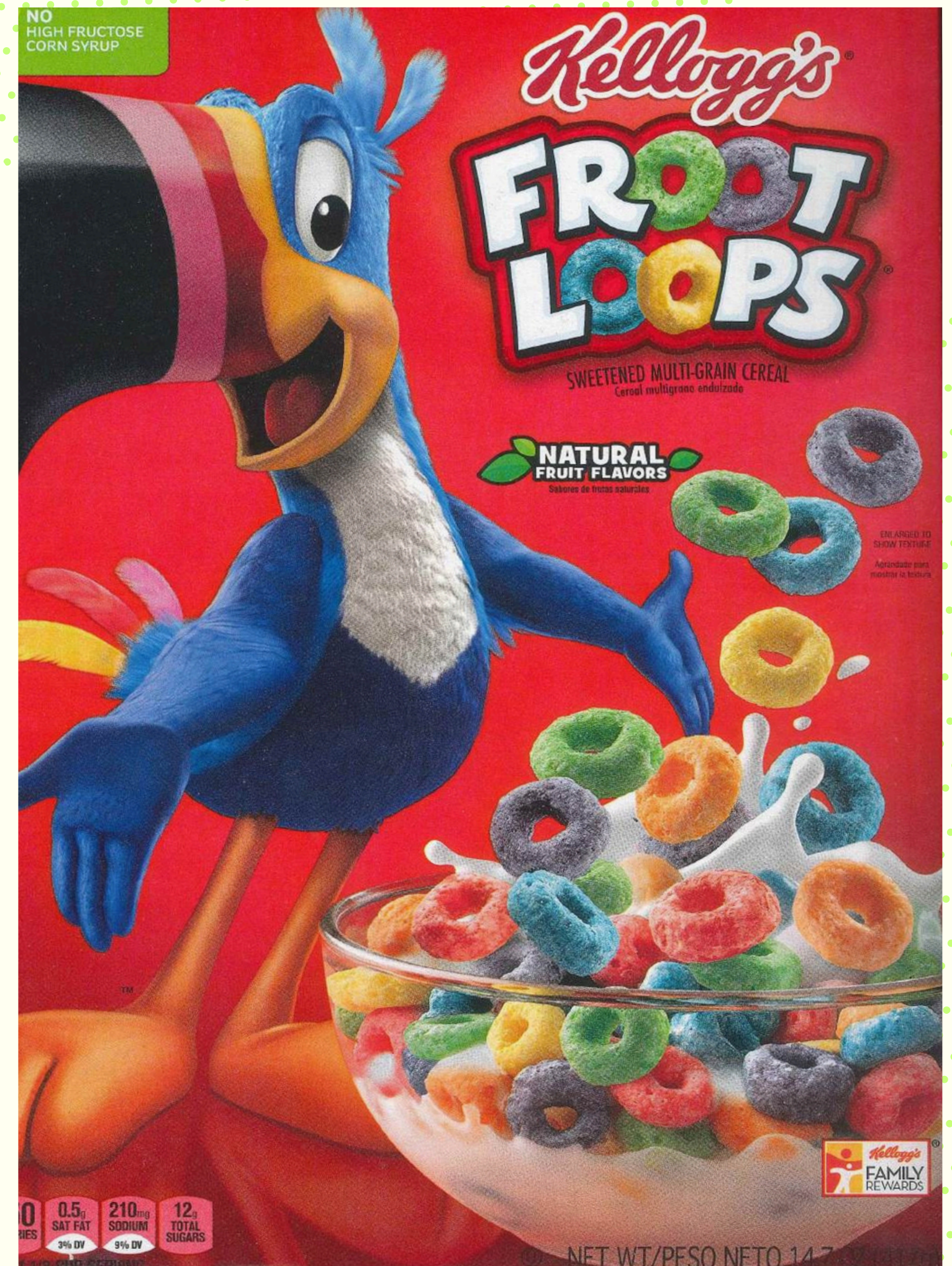
2. Who is the **target audience**?

GUIDED PRACTICE

1. What **marketing strategies** do you see?
   - Bright Colors
   - Health Claims
   - Cartoon Mascot

2. Who is the **target audience**?
   - Teens
   - Kids

Food Detective Tip:

Food companies can't lie on the front of the box... but they can be sneaky!

Pictures of fruit or health claims make foods sound healthy, but you have to check the ingredient list to find out what's REALLY inside.

The front of the box doesn't always tell the whole story!

Food Detective Tip:

What fruit do you see on the front of the box?
Can you find that fruit in the ingredient list?

Ingredients: Whole grain oats, fruit pieces (sugar, dried cranberries, natural flavor), crisp rice (rice flour, sugar, malt extract, salt, mixed tocopherols for freshness), corn syrup, fructose, sugar, palm oil.
Contains 2% or less of dextrose, vegetable glycerin, molasses, natural flavors, sorbitol, soy lecithin, salt, rosemary extract for freshness, nonfat milk, wheat starch.