



Discuss these questions with your group and circle your answers.

2. What **Marketing Strategies** do you see?
 (Hint: there can be more than one!)

3. Who is the #1 **Target Audience** for this product?
 (Hint: there is only one right answer!)



Celebrities



Bright Colors



Cartoon Characters



Health Claims



Games and Prizes



Kids



Adults



Teens



Athletes

POWER ACE

Nutrition Facts

2.5 servings per 28 fl oz container

Serving Size		12 fl oz
Calories	80	
Total Fat	0g	0%
Sodium	240mg	10%
Total Carbohydrates	21g	8%
Total Sugars	21g	
Includes Added Sugars	21g	41%
Protein	0g	0%
Calcium		
Potassium	80mg	2%
Vitamin C		20%
Vitamin B12		35%
Magnesium		

Ingredients

Water, Sugar, Less than 1% of: Citric acid, Salt, Sodium Citrate, Monopotassium phosphate, Magnesium chlorides, Vitamin B6, Natural flavors, EDTA (to protect color), Glycerol ester of rosin, Sucrose acetate isobutyrate, Blue 1

SHARKS



Discuss these questions with your group and circle your answers:

1. Is your ingredient list short or long?

This one's easy! Start counting... then circle the correct answer:

SHORT
fewer
than 10

LONG
more
than 10

A long ingredient list isn't automatically bad, but it does mean you may want to do some more investigating!

2. Does your ingredient list match what is listed on the front?

Let's break this one down. First... take another look at the front of your product. What flavors are marketed there? What would you hope to find in the ingredient list? Write them below:

I would hope to find:

Great work! Now see if you can find those words in your ingredient list. Are they in there? Circle one.

✓
YES

✗
NO

That's some sneaky marketing! Where do you think the flavors and colors are coming from?

