

Brand Recognition Teacher Guide

- a. Coca-Cola
- b. Taco Bell
- c. McDonald's
- d. Pizza Hut
- e. Burger King
- f. Subway
- g. Starbucks
- h. Dunkin' Donuts
- i. Gatorade
- j. Little Debbie
- k. Sprite
- l. KFC

Trivia Game Teacher Guide

Brand Recognition

10 points: What is the most profitable soda brand in the world?

Answer: Coca-Cola is by far the most profitable soda brand in the world, making more money than Pepsi, Dr. Pepper, Sprite, and Fanta combined.¹ (Note: Sprite and Fanta are both brands of the Coca-Cola Company.)

Discuss: *Why do you think Coca-Cola is so successful?*

Possible answers: Coca-Cola has a massive year-round marketing campaign that includes special holiday ads, novel marketing techniques such as adding people's names to bottles, and a wide variety of products that feature the company logo and mascots (such as the polar bears).

20 points: Name two food products that feature a cartoon character in their ads or on their packaging.

Possible answer: Many cereals such as Frosted Flakes (Tony the Tiger), Cap'n Crunch (Cap'n), and Rice Krispies (Snap, Crackle, and Pop), use cartoon characters.

Discuss: *Why do companies use cartoon characters in their marketing?*

Answer: Children respond more favorably to foods that use popular cartoon characters. In one study, twice as many children preferred the taste of foods that had cartoon characters on the package, compared to those who preferred the same foods from a plain package.²

30 points: Name two cartoon mascots that appear in ads for vegetables, fruits, or nuts.

Possible answers: The Jolly Green Giant, the Sun-Maid Raisins girl, the California Raisins, the Vlasic Stork (pickles), and Mr. Peanut.

Discuss: *Generally, companies spend less money marketing fruits, vegetables, and other less-processed foods, and are less likely to use marketing tools like mascots. Why is this?*

Possible answers: Processed foods typically have a higher profit margin than raw produce. Processing is said to add value to products because consumers are willing to pay more for a food with added convenience, longer **shelf life**, or enhanced flavors or appearances, for example. Many fruits and vegetables, by contrast, are limited to being frozen, canned, peeled, sliced, pre-washed, or sold raw—meaning they have less potential for adding value.

Influence of Ads

10 points: In a 2006 study, people were shown different brands while their brains were hooked up to an MRI.³ Seeing the most well-known brands activated parts of the brain associated with which of the following? A) Reward, B) Positive emotions, C) Self-identity, D) All of the above.

Answer: D.

20 points: In 2010, the Television Bureau of Canada launched an advertising campaign featuring broccoli, “the Miracle Food.” Following the campaign, broccoli sales A) increased, B) decreased, C) stayed the same.

Answer: A. broccoli sales increased by 8 percent, while consumers’ perceptions of broccoli as a tasty and healthy food rose substantially.⁴ This campaign demonstrated that advertising can be used to promote healthy foods.

30 points: At what age do children become able to understand that the purpose of commercials is to persuade them to buy products? A) Age 4, B) Age 6, C) Age 8, D) Age 10.

Answer: C. Research has shown that children younger than 8 are developmentally unable to understand that the purpose of commercials is to persuade people to buy products and frequently accept advertising claims as true statements.⁵

Discuss: *How, if at all, should governments restrict advertising to children?*

Advertising Tactics

10 points: Successful marketing often involves developing unique products. For every successful new product, there are countless failures. Which of the following real products was not a market failure? A) Life Savers soda, B) Greek yogurt, C) Pepsi A.M. (the breakfast cola), D) Colgate brand frozen entrées.

Answer: B.

20 points: Placing candy and other tempting products at the cash register is designed to encourage spur-of-the-moment purchases. This tactic is called: A) Impulse marketing, B) Drip marketing, C) Niche marketing, D) Ambush marketing.

Answer: A. Food manufacturers frequently pay “slotting fees” to place their products on the most visible areas of supermarket shelves, where consumers are more likely to notice them. Placing products in prominent locations can increase their sales by as much as fivefold.⁶

30 points: What is the main reason companies sell sodas and other products in schools?

Answer: To build brand loyalty. Company representatives have admitted that selling their products in schools is only marginally profitable, but they benefit from recruiting lifelong customers at a young age. This approach is based on the theory that the younger the age at which brand awareness is established, the stronger the brand loyalty will be as a child grows and the more money they will spend on those products.⁷

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2. Roberto C, Baik J, Harris JL, Brownell KD. Influence of licensed characters on children’s taste and snack preferences. *Pediatrics*. 2010;126(1):88-93.
3. Radiological Society of North America. MRI shows brains respond better to name brands. 2006. http://www.eurekalert.org/pub_releases/2006-11/rson-msb112106.php.
4. Television Bureau of Canada. The Miracle Food. 2010.
5. Shifrin DL, Brown A, Dreyer BP, et al. Children, adolescents, and advertising. *Pediatrics*. 2006;118(6):2563-2569.
6. Cohen DA, Babey SH. Candy at the cash register - a risk factor for obesity and chronic disease. *N Engl J Med*. 2012;367(15):1381-1383. doi:10.1056/NEJMp1209443.
7. Connor SM. Food-related advertising on preschool television: building brand recognition in young viewers. *Pediatrics*. 2006;118(4):1478-1485. doi:10.1542/peds.2005-2837.

Soda Ban Case Study Handout

Instructions: Use this case study about the soda ban in California schools to develop your argument for or against the ban. Each member of your group should present at least one fact, statement, or point from the case study to defend your group's position.

In 2005, the state of California began requiring elementary and middle schools to stop offering soda as a cafeteria option and to prohibit sodas in school vending machines.⁸ A year later, the ban was expanded to include high schools. The ban was designed to encourage students to make healthier choices during school hours.⁹

The governor at the time, Arnold Schwarzenegger, was a firm supporter of the bill, as were the majority of California's lawmakers. Gov. Schwarzenegger didn't just want to ban sodas; he also wanted to promote healthier choices. To that end, he signed another bill that provided funding for more fruits and vegetables in school food programs.

As a 2006 California Endowment report states, "The problem [of obesity] was particularly disturbing in children, one-third of whom are overweight and one-seventh of whom are obese. The causes of what some considered to be an obesity epidemic were not hard to discover: people were eating more food, much of it unhealthy, and getting less physical activity."⁸

Soda in particular was a major issue, since a child's risk for obesity increases by almost 60 percent with every additional daily serving of soda.¹⁰ Banning sodas in schools was one way legislators saw to help stem the tide of unhealthy habits.

However, banning only soda, and not other sugar-sweetened beverages such as juice and energy drinks, may not actually improve student health. According to one recent study: "States that only ban soda, while allowing other beverages with added caloric sweeteners, appear to be no more successful at reducing adolescents' [sugar-sweetened beverage] access and purchasing within school than states that take no action at all."¹¹

Because of these findings, some argue that we should allow sodas so cash-strapped schools can use the sales revenue to fund sports, arts, science, health, and other programs. One California school brought in as much as \$58,000 a year on a Pepsi contract before the bans began.¹²

So the question remains, should schools ban sodas?

8. Isaacs S, Swartz A. *Banning Junk Food and Soda Sales in The State's Public Schools*. The California Endowment. 2006.

9. Fudge T. *California Bans Soda in Schools*. KPBS Public Media, 1 July 2009.

10. Johnson R, Appel L, Brands M, et al. Dietary Sugars Intake and Cardiovascular Health: A Scientific Statement From the American Heart Association. *Circulation*. 2009;120(11):1011-1020.

11. Taber DR, Chiqui JF, Powell LM, Chaloupka FJ. Banning all sugar-sweetened beverages in middle schools: reduction of in-school access and purchasing but not overall consumption. *Arch Pediatr Adolesc Med*. 2012;166(3):256-262.

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