

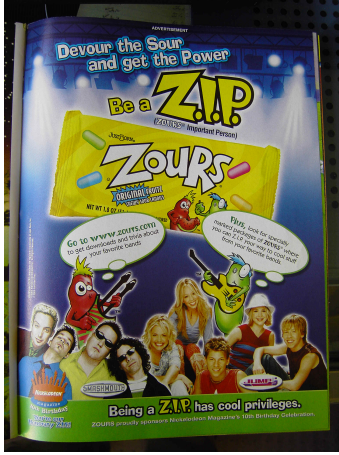

Food: Sample Ads


DECONSTRUCTING ADS FOR SNACK AND JUNK FOOD WHICH TARGET YOUNG CHILDREN

Written and produced by Frank Baker, Copyright 2004



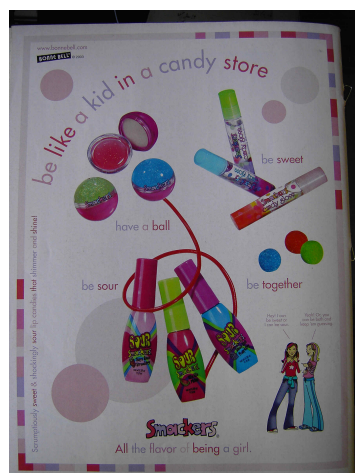
Product Name/ Link to Manufacturer	Questions to answer	Ad Images (from Nickelodeon magazine)	Describe the Words & Images in the ad
Tony's Original Crust Pepperoni Pizza Schwan's Consumer Brands	Meal or Snack Healthy or not		WORDS: Infatuation What you really want! IMAGES: Girl has snatched a slice of 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>The advertisement for Zours candy features a central image of a yellow Zours candy wrapper with the text 'Devour the Sour and get the Power' and 'Be a Z.I.P. (Zours is an Initial Person)'. Below the wrapper, there is a group of diverse people, some wearing Zours-themed hats. Two cartoon Zours characters are also present, one with a speech bubble that says 'Go to WWW.ZOURS.COM to get a Zours card that says what your favorite candy is!' and another with a speech bubble that says 'Play, and for candy, never get bored! Always have fun and you'll be a Z.I.P.!' At the bottom, it says 'Being a Z.I.P. has cool privileges.' and 'ZOURS proudly sponsors Philadelphia's Original Ice Hockey Team'.</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>The advertisement for Ritz Bits cheese crackers features a central image of a hockey rink. A large Ritz Bits cheese cracker is the main focus, with a hockey stick and puck nearby. The text 'GOTTA PLAY ROUGH TO CRAM IN ALL THAT CHEESE!' is written across the top. At the bottom, it says 'MORE MMM IN THE MIDDLE.' and 'RITZ Bits CHEESE'.</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>The image is a colorful advertisement for Fun Fuel Lunchables. It features a cartoon boy with dark hair, wearing a green and white checkered shirt and blue shorts, running happily. He is holding a box of Fun Fuel Lunchables in his right hand. The background is a bright blue sky with a yellow sun. There are several text elements: 'Fuel up for FUN!' in the top right, 'LOOK JUICE... DOES YOUR BROTHER GET A BOOST?' in the middle right, and 'Get a burst from all-natural strawberry yogurt.' in the bottom left. There are also some smaller text elements like 'Lunchables' and 'Now'.</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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Smackers
[Bonne Bell](#)

Meal or
Snack
Healthy
or
not



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

NEW ads in [Spanish](#)