

COMPARING ADVERTS

Adverts can affect the food choices that we make. Choose a food product to focus on, e.g. breakfast cereal, or fast food.

Look out for different adverts on TV for this product or find the adverts on YouTube. Record what you see in the table below.

Food Product	Brand or Product Name	What is the advert like? Give as much detail as you can!	Would you want to buy or try this product because of what you have seen? Explain your answer.

Which advert was the best? Why?