# Food Advertisement Worksheet – Analysis Group

**Observation**

- Which company is advertising here?
- What is the product?
- What adjectives are used to describe the product?
- Describe the graphics.
- How is the product prepared?

**Reading Between the Lines**

- What type of food is this?
- What is the difference between the traditional way to prepare it and the "ready-made" version?
- How does the product make preparation easier?
- What changes in family life and in the status of women had taken place by the 1970s which led the companies to believe that there would be interest in ready-made products?
- Why might a consumer want to use the product?
- Why might a consumer not want to use the product?

**Connections**

- Would you want to use the product?
- Do you think the product was successful?
- Do you think it is still available today?
- What types of ready-made meals are available today?
- What other ways are available today for having a home-cooked meal without a lot of effort?
- What food do you wish it was easier to prepare?
- What ready-made meal or meal-kit do you wish was available?

# Comparing the Advertisements
# Study Group

|  | Type of Food | Adjectives | Graphics | Preparation |
|---|---|---|---|---|
| Ad#1 |  |  |  |  |
| Ad#2 |  |  |  |  |
| Ad#3 |  |  |  |  |
| Ad#4 |  |  |  |  |

## Discussion Questions

- Summarize the adjectives. Did some adjectives appear in all of the advertisements?
- Summarize the audience. Were all of the advertisements addressing the same audience? Why?
- Which products do you think were successful? Why?
- If the companies were making ready-made products today, how do you think the products would differ? How do you think their marketing strategies would differ?

# Product Development and Marketing Worksheet

After analyzing Israeli advertisements for ready-made food products, it is your turn to invent a time-saving, ready-made product of your own!

Complete this table to help you plan the product and how to market it.

| | |
|---|---|
| **Product Name** | |
| **Type of Food** | |
| **Contents of Package** | |
| **Preparation Instructions** | |
| **How Does It Save Time?** | |
| **Marketing Plan** | |
| **Audience** | |
| **Slogan** | |
| **Adjectives** | |
| **Graphics** | |