

Food Advertising in Israel

Framing this unit

In the 1970s ready-made versions of traditional foods were developed by two major Israeli food manufacturers: Telma and Osem. They were advertised as tasty, quick, and easy and appealed to women who were entering the workforce.

In this activity, we will analyze advertisements for products designed to make kitchen work simpler and gain insight into the social situation at that time. We will then invent our own ready-made food product and design an advertisement for it.

Discussion

- Who prepares the food in your house?
- How long do you think it usually takes to make dinner?
- What products does your family use to speed up dinner preparation?
- How much time do you think your grandparents or great-grandparents spent preparing food?
- Why do you think that people today have less time to prepare food?
- What can food advertisements teach us about society?

Group Activity

- In groups of four, play a Jigsaw style activity and analyze one advertisement with the help of the Food Advertisement Worksheet – Analysis Group. (If this is a Hebrew lesson, you might decide not to print the translations.)
- Then create new groups consisting of four students, each of whom have analyzed a different advertisement. In these groups, each present the advertisement previously analyzed and the main issues that emerged during the analysis. Then compile the information in a table using [Comparing Food Advertisements – Study Group](#).

Based on the new knowledge of all four advertisements, discuss the following points:

- Did the same adjectives appear in all of the advertisements?
- 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, what do you think would be different? How would their marketing strategy differ?

Creative Activity

In pairs or small groups, with the help of [Food Ads: Product Development and Marketing Worksheet](#), invent a time-saving, ready-made product, considering the following points:

- What types of foods does your family like to eat?
- Why does it take a long time to prepare food in your home?
- What tasks could be done for you which would make preparation easier?

Now design an advertisement for the product using conventional art materials or online tools such as [Canva](#) or [Venngage](#) or create a video with [Powtoon](#) or [Voice Recorder](#).

Primary Sources in This Lesson

- [Every Shabbat, Osem Advertisement](#)
- [Gefilte Fish Advertisement](#)
- [Don't Tell Savta](#)
- [The Secret to a Happy Family – Osem Chicken Soup](#)
- [Food Ads Primary Sources and Translations](#)