

## Media Role Play #3

### Marketing to Children

#### The Situation:

The research department at a food company has told the president of the company that children often can convince their parents to buy specific foods. This includes foods that are not healthy and that parents usually won't buy. The president is worried because all of the company ads are for adults and calls the advertising department together and asks them to come up with a new advertising campaign to target children.

#### The Task:

You are now part of the food company's advertising department. You must come up with an ad campaign to target children for certain foods. You must decide what product to advertise and then develop an ad for this food.

#### The Presentation:

The presentation can include any of the following:

- You can show your ad by just describing what it would look like or be like.
- You can create a storyboard with drawings and/or pictures.
- You can act out your commercial or ad.

#### The Discussion:

Did our message get across? Why or why not?

Would children have wanted this product?

What would have convinced an adult to buy our product?

