



...struck
...the head
...caused it
...its hold. In
...while ropes w
...secured, and the sav
...beast was secured
...dragged into the premi
...here it was firmly
...ed up by the keeper
...The poor boy was ran
...by Stewart, the po
...ficer, in a state of g
...ffering with two sev
...acerated wounds on
...arm and right side of
...face, and it was quit
...miracle he was not t
...to pieces. The teeth of
...animal passed comple
...through the right arm.
...A cab was procur
...in which the wounded
...was conveyed to the I
...don Hospital, where
...Forbes, the house surge
...ndered every assista
...the boy was in a very
...ate from loss of bl
...om the wounds, and
...evening, at seven o'cl
...he was in a very pre
...ious condition, both fr
...the injuries and shock
...the system through fig
...At the time of the
...cape of the animal
...tradespeople in the ne
...bourhood closed th
...shops, and remained i
...state of fear and anx
...for nearly half an hour
...terwards.

...t might
...his face
...d said, in ton
...rather than en
...on fair, will
...planted his
...ast the board
...ther twelve.
...had received
...under his left
...ade to the top of
...t might there was an ugly
...beer-coloured patch about
...six inches in width but he

...sized tiger) became rest
...less, and forced out one
...end of the cage, when
...the spectators rushed in
...every direction from the
...spot in a state of ext
...reme terror. The tiger
...appeared to be in a state
...of madness, and ran
...along the pavement in

SELLING CANDY TO KIDS

ACTIVITY GUIDE



“SELLING CANDY TO KIDS” OUTLINES THE HISTORY OF FOOD MARKETING AIMED AT KIDS (OR THEIR PARENTS).

For at least the past half-century, that topic has been considered of great importance by parents and educators and controversial by government officials and the food, advertising, and media industries.

The major concern is that food and beverage manufacturers see children as a market and pander to kids' taste buds, which love sweets. Their marketing efforts consist of everything from developing kid-friendly products, designing kid-friendly packaging, and advertising them through the most popular media of the time—from comic books 75 years ago to social media now.

The most heavily advertised products have been sugar breakfast cereals (sometimes derided as “breakfast candies”), fast foods, and sugar drinks. Experts have recognized that marketing directed to children increases consumption of the advertised products, and that may increase body weight and the risk of obesity, diabetes, and other health problems.

ACTIVITIES AND STUDY QUESTIONS

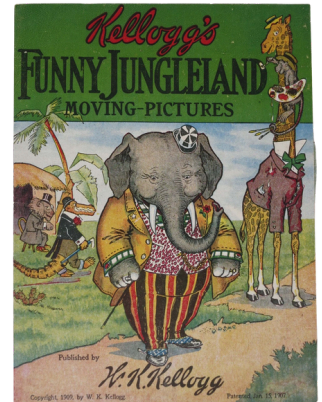


What is a spokescharacter?

- Name as many spokescharacters as you can.
- What are your feelings about them?
- Can you explain why?

Do you think *you* are affected by food marketing?
Do you think *your friends* are?

Find the earliest example of including a premium in a cereal box (Funny Jungleland in 1909 Kellogg Corn Flakes; *Marketing with Merch*)...and then find more recent examples. How might premiums encourage children to want those products?



What do you consider to be the three major periods of food marketing directed to children (three eras are print and radio, television, and digital)? How did the impact on children of those different marketing methods compare in those periods?

Scrutinize your kitchen cabinets, refrigerator, and freezer and identify all of the foods that are marketed specifically to or for children. What are the marketing tactics used to appeal to children? For extra credit, how many natural and how many ultra-processed (too much added sugars, sodium, saturated fat, calories; with one or more questionable or unfamiliar additives or made by a high-tech process) foods did you find?

Several nations have banned any marketing of foods, or at least of unhealthy foods, that targets children. Do you think that is a good or bad thing? Do you think that such bans would improve children's health?

The federal government banned most unhealthy foods from schools. If you were a food manufacturer, how would you comply with that law but still be able to increase sales of your brand outside of schools? (section Marketing in the Classroom)

Make a collage of food packages (or photos of packages) with cartoon characters or other means of making the packages attractive to children.



Make a similar collage of packages or magazine ads of the same kinds of foods, but not aimed at children. What differences do you see?

What is the “nag factor” as it relates to food marketing? How should parents deal with it?



Advertisers often pay “influencers” to publicize their products. Compare the effectiveness of that kind of advertising to regular advertising, like a television commercial.

Black and Latino youths are exposed to substantially more food and beverage advertising than their White peers. Do you think that is fair? How might that disparity in exposure to ads affect health?

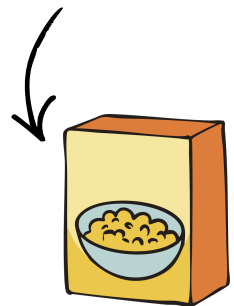
The “Selling Candy to Kids” exhibit has dozens of examples of how food marketers reach children. What additional examples can you find—online, on packages, in schools, or elsewhere?

Create a marketing campaign for a specific fruit or vegetable, black or garbanzo beans, or nuts that makes them as exciting and appealing as the snack and drink ads you see daily. Use the same tactics—catchy slogans, bold packaging, fun branding, etc.

Think about your target audience and what would make them want to eat the food.

Discuss whether these strategies could actually change how people think about the food and get them eating more of it.

**YOUR
BRAND
HERE**



Find a food or beverage ad (on TV, social media, YouTube, magazine, etc.) that you’ve seen recently. Identify three tactics used to make the product appealing (for example: celebrity endorsement, humor, bright visuals, emotional appeal, or targeting a specific ethnic group).