



Are YOU Gettin' Played by Ronald McDonald?

Fast food and soda advertisers have a whole bag o' tricks to lure you into buying their products. These are some of the ways in which they make you and your parents associate their products with an appealing lifestyle or image:

Stylin' Promoters... Advertisers pay people who have bangin' fashions and look like they're fun, hip, and successful to pose in the ads and pretend they buy the product.

Feel the Rush... Some ads show a person take a sip of some drink or a bite of some type of food and all of a sudden start bungee jumping or playing extreme sports! Well you may get a rush: to the hospital! Just one can of soda every day for a year adds up to **32 pounds of sugar!**



Lights, Camera, Action... Camera angles and tricks might make the product look bigger or smaller than it actually is! They also deck up the look of the food by airbrushing the photo or even literally painting it. Sometimes it's not even real food you see!

Wanna Be A Baller... If you see your favorite musician or basketball player eating something, you might think it's the thing to eat, but chances are the celebrity is just pretending for some extra cash. Can Shaq really eat a greasy burger every day and stay fit?



Just Like Music... Music, jingles, and other sound effects are added to many commercials, especially those aimed at kids, to

make you remember the product. Sometimes artists have concerts under the sponsorship of different corporations and have to promote the products.



Para La Familia... The product is shown to bring the family together; as soon as mom and dad bring home the food there's a nice little "feel-good" family party!

Just a Minor Detail... Advertisers often mislead you or don't give you the full low-down on their product. For example, they might claim that a Pop Tart is "part" of a healthy breakfast, but this does not mean the breakfast is necessarily healthy with it or unhealthy without it.

Sippin' on Some Syrup... Ever been convinced to "Supersize" for a better deal? A medium Coke for \$1.29 contains 9 cents worth of syrup, and a large Coke for \$1.49 only costs them 3 extra cents! You're getting ripped off, not to mention getting empty calories!

Familiar Faces... Everyone recognizes Ronald McDonald and the Jack in the Box clown. On top of that, many TV and movie producers sell junk food companies the rights to use their characters' faces on product packaging.



Are You 'Bout It? Sometimes advertisers try to play on your insecurities by convincing you that if you don't buy their product, you're a loser. They might show people that look uncool suddenly become popular or cool after buying their product.

Oops I Did It Again... Advertisers bank on you being more likely to buy a product if you keep seeing a product's image or hearing its name over and over.



Don't get hustled! For more information on how to stay healthy, visit www.canfit.org

Modified from a handout at <http://www.media-awareness.ca/english/med/class/teamedia/adstrat.HTM>