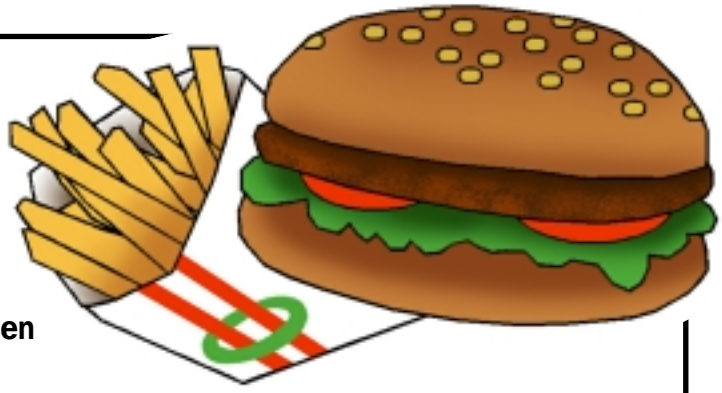
Write your name here: . . . . . .

Chewonthis.org.uk

What would you do to sell a burger?



Here's a burger and chips, just like food from any normal fast food restaurant.

Imagine that you work for the fast food company and your job is to get more children to ask for burgers and chips.

Here are some marketing tricks used by fast food companies. Which ones would you recommend that the company uses to attract children? (you can tick more than one box).

- ☐ Advertise during children 's TV
- ☐ Advertise in the cinema
- ☐ Sponsor children 's TV
- ☐ Link up with popular children's films
- ☐ Offer free movie tickets
- ☐ Link up with famous popstars
- ☐ Offer toys with kids' meals
- ☐ Run birthday parties
- ☐ Put games on the food company website
- ☐ Run email and 'text to win' promotions
- ☐ Sponsor sport events
- ☐ Sponsor pop music events
- ☐ Sponsor football clubs
- ☐ Make the food very cheap

On this side, write down which marketing tricks you think will work best. Why?

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Produced by the Food Commission Research Charity, campaigning for healthier food for everybody. Find out more at the website: www.chewonthis.org.uk