

Öğrencilerimiz yiyecek sektöründe sürdürülebilirlik ve yiyecek reklamları hakkında araştırma yaparak makaleler yazdılar.



Food industry advertising introduces distinct challenges to marketers while providing significant benefits at the same time. Food marketers deal with highly perishable products that can appeal to as wide or narrow of a niche as they would like. Food advertising strategies can leverage sensual appeals - taste, smell, sight, texture - on a more powerful level than other product categories, and food products can appeal to consumers on a practical, physiological and emotional level at once.

What are some examples of food advertising?

For example, McDonald's uses the big mac to distinguish its burgers from its competitors. Fast food marketing companies create catchy phrases to get the attention of their customers. For instance, BFC uses the phrase 'finger-lickin' good' to show the unique taste of their brand.

Why is advertising important in the food industry?

One of the main ways that marketing helps the food and drinks sector is by creating brand awareness and customer loyalty. A strong marketing campaign can help a business to stand out from its competitors and create a strong connection with its target audience.

How effective are food ads?

Children consumed 40% more when exposed to food advertising. Adults consumed more of both healthy and unhealthy snack foods following exposure to snack food advertising compared to the other conditions.

How is unhealthy food advertised?

Companies make their products attractive to children and adolescents with different [tactics](#), promotions, free samples, [merchandise](#), free gifts with meals, prize games and competitions, paid advertising, advergames (advertising brands through video gaming), branding, sponsorship, product design and packaging, ...

What are examples of harmful products in advertising?

Some obvious examples are fast foods, and high-fat or high-cholesterol foods. Consumers need to be aware that some advertised products may be unhealthy.

The impact of food advertising on childhood obesity

Food companies spend less than one half of 1 percent of their marketing dollars to promote fruits and vegetables, according to a 2012 [report](#) from the Federal Trade Commission. Instead, they peddle mainly fast-food restaurant items, sugary beverages and cereal. Today's children, ages 8 to 18, consume multiple types of media (often simultaneously) and spend more time (44.5 hours per week) in front of computers, television, and game screens than any other activity in their lives except sleeping. Research has found strong associations between increases in advertising for non-nutritious foods and rates of childhood obesity. Most children under age 6 cannot distinguish between programming and advertising and children under age 8 do not understand the persuasive intent of advertising. Advertising directed at children this young is by its very nature exploitative. Children have a remarkable ability to recall content from the ads to which they have been exposed. Product preference has been shown to occur with as little as a single commercial exposure and to strengthen with repeated exposures. Product preferences affect children's product purchase requests and these requests influence parents' purchasing decisions.



What is Greenwashing?

Greenwashing is the process of conveying a false impression or misleading information about how a company's products are environmentally sound. Greenwashing involves making an unsubstantiated claim to deceive consumers into believing that a company's products are environmentally friendly or have a greater positive environmental impact than they actually do. Also known as "green sheen," greenwashing is an attempt to capitalize on the growing demand for environmentally sound products, whether that means they are more natural, healthier, free of chemicals, recyclable, or less wasteful of [natural resources](#).

Greenwashing in the Food Industry

One of the biggest culprits of greenwashing is the food industry, and it's no surprise why. In less than a decade, veganism has soared in popularity, increasing by up to [500%](#). Anxiety surrounding the climate crisis, fuelled by cruel practices in the meat and dairy industries, is felt by [70%](#) of young people. Pair these stats with the growing desire to live healthier lifestyles, and we've got ourselves a recipe for disaster for traditional food brands. So, what's the solution? Well, instead of actually making positive changes by improving processes and sourcing more organic ingredients, brands are duping consumers instead. Colours, phrases and logos can all be updated with a view to greenwash the appearance of what was once recognized as unhealthy or environmentally damaging. For example, a bag of crisps cooked in saturated fats could easily rebrand as a 'natural' product in green packaging simply because potatoes were used to create them. While stringent shoppers might find this easy to spot, those who are less informed are likely to believe in the myth and purchase under false pretences.

How Can You Avoid Greenwashing as a Consumer?

- Ignore Packaging, Read Labels
- Research Green Practices
- Remain Cautious of Eco-Slogans
- Get familiar with Sustainability