



## EXPLORING SUPERMARKET STRATEGIES TO PROMOTE FOOD

### INTRODUCTION

Food advertisements are all around us: on television, on websites and social media and on the streets. Have you also thought about supermarkets? How do they advertise products inside the store? What strategies do they use to promote certain products and perhaps to make you buy more?

In this activity students will visit local supermarkets and explore the in-store environment.

### THE ISSUE

1. Watch the video “Food advertisements” with your students as an introduction to the topic.
2. Ask your students what they know about what strategies supermarkets use to market products inside the store.
3. Share your own experiences with the students.
4. Tell your students that they are going to explore what type of strategies supermarkets use to promote food and what type of foods they promote.

### INTO THE COMMUNITY

5. Divide the students into groups (e.g., 2-4 students in each group).
6. Let the students go to supermarkets in the local area to explore how the stores promote food. Ask them to take notes or pictures. They can for example look at:
  - How the store is organized. Where can you find different types of food?
  - Offers e.g., multiply, special prices.

As an option this step can be presented as a home assignment.

### AIMS

- To draw attention to what strategies supermarkets, use to promote food.
- To explore and evaluate what type of foods is promoted.
- To come up with ideas on how the supermarkets could promote healthier foods.
- To raise awareness among the school community on the promotion strategies that the supermarkets use.

### SUSTAINABILITY COMPETENCES

- Critical thinking
- Envisioning future scenarios

### SOCIETAL ACTORS

- Supermarkets employees
- School community
- Researcher

### KEYWORDS

Food marketing, food choices, food promotion strategies, dietary recommendations

### AGE RANGE

13-16 years old

## THE CO-CREATION PROCESS

7. In the classroom, divide the students into new groups (e.g., 4-5 students in each group) and let them discuss their findings with each other.
8. Invite a researcher with relevant expertise (e.g., in food advertising or marketing) to share and discuss the most common marketing strategies with the students. This can be done either in the classroom, or digital via e.g., Zoom.
9. Discuss the findings with the whole group and share your experiences with the students.

## THE (SUGGESTED) SOLUTION

10. Ask the students to come up with suggestions for how the supermarket could promote healthier and/or sustainable dietary habits (If needed: look at the national dietary guidelines together with your class prior to this step).
11. Ask the students to create a poster presenting their suggestions in a creative way (in groups).
12. Ask the students to present their poster for the whole class.
13. Share the posters with the school community,

## SUBJECTS

Citizenship / Civic participation,  
Home and consumer science

## TOPICS

**Citizenship / Civic participation:**

Sustainable development

**Home and consumer science:**

Food choices

## SETUP

Part of the activity will be developed outside school, around the school premises. The rest of the activity will be developed inside school.

## MATERIALS

- Camera, cell phone or notebooks
- Presentation materials