



## EXPLORING SUPERMARKET STRATEGIES TO PROMOTE FOODS

### 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.
2. Ask your students what they know about the strategies supermarkets use to promote products inside the store.
3. Tell your students that they are going to explore what type of strategies supermarkets use to promote food and what type of food they promote.

### INTO THE COMMUNITY

4. Divide the students into groups (e.g., 2-4 students in each group).
5. 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 foods?
  - Offers (e.g., multibuy, special prices).

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

6. Ask the students to ask employees in the supermarket about what strategies they use to promote/sell different products.

### AIMS

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

### SUSTAINABILITY COMPETENCES

- Critical thinking
- Envisioning future scenarios

### SOCIETAL ACTORS

- Supermarket employees
- School community

### KEYWORDS

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

### AGE RANGE

13-16 years old

## THE CO-CREATION PROCESS

7. In the classroom, ask the students (in the same groups as before) to search online for strategies supermarkets use to promote/sell products inside the stores.
8. Ask the students to discuss potential issues with the strategies used to promote/sell products inside the supermarkets.
9. Ask the students to discuss what the supermarket could do to promote healthier and/or sustainable dietary habits. (If needed: look at the national dietary guidelines together with your class prior to this step).
10. Help the students to contact relevant societal actors to schedule an interview (alternatively send written questions).
11. Let the students discuss potential issues with the strategies currently used and discuss what supermarkets could do inside the store to promote more healthy and sustainable dietary habits with the societal actors.

## THE (SUGGESTED) SOLUTION

12. Ask the students to (in groups) create posters creating awareness about potential issues with the way stores are promoting products within their premises as well as their suggestions for what the supermarkets could improve to promote more healthy and sustainable dietary habits.
13. Let the students present their posters to the whole class.
14. Share the posters with the school community and with the societal actors.

## 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
- Interview forms (questions selected by the students)
- Presentation materials