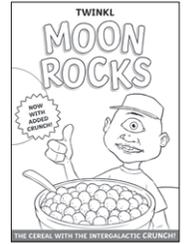




# Comparing Adverts



Adverts can affect the food choices we make. Choose a food product to focus on, e.g. breakfast cereal.  
Look out for different adverts on TV for this product. Record what you see in the table below.

Food Product	Brand or Product Name	What is the advert like? Give as much detail as you can!	Would you want to buy or try this product because of what you have seen? Explain your answer!

Which advert was most effective and why?

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