

# Colour it, remember it, buy it!

This is a copy of a colouring sheet that was given away as a free download on a website in 2005.\*

The website is run by a food company that sells sugary drinks aimed at young people.

You can colour in the picture if you like. But why not try something different? Why not colour in all of the different places in which the sugary drink product appears?

Why do you think the company designed the colouring sheet in this way? .....

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\* Note: The picture has been changed a bit so that you can't see what the real product is. The point is, this type of marketing is used by lots of different food and drink companies to get young people interested in their food and drink brands.