

# Companies target students in school

Here's a copy of a real leaflet sent to food companies in 2002.\* It asks: "Do you want to get your food product into the hands and mouths of kids?" Read the leaflet. What sorts of products do you think might be marketed in this way? .....

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Why do you think food companies market their products in schools in this way? .....

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Do you want to get your food products into the hands and mouths of kids?  
Solution: sampling on a one-to-one basis in school canteens during the lunchbreak.

The school canteen is the perfect environment for sampling lunchbox products: it's where kids eat, chat and form opinions.

The Kids Marketing sampling programme offers a receptive audience, teacher supervision and zero wastage.

If the products marketed in this way were all unhealthy snacks, what do you think the parents might think? .....

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\* Note: The picture and text has been changed a bit so that you can't see what the name of the marketing company is, but the quotes at the bottom of the box are real. The point is, food companies want to get their products into school so that students will try the products, chat about them with their friends, and then ask their parents to buy the food to put in their lunchboxes.