

Food marketing

- Are there any other food brands that we didn't mention that you think might have marketing that is trying to reach people like you? What is it about the marketing that makes you think it is for you? How does this make you feel about this brand?
- Have you ever seen marketing for brands of foods, drinks, or fast-food restaurants on signs in your neighborhood – like at events, concerts, playgrounds? Do you think this influences what people buy? Do other neighborhoods have more or less marketing than you see in your neighborhood?
- How do you feel about celebrity athletes promoting unhealthy food like sugary drinks and fast food? Do celebrity spokespersons make people want to buy the advertised product?

Social media

- Have you ever liked shared or followed a brand of food or drink? Which ones? Why?
- How about food or drink sponsored apps? Have you ever downloaded one or played a food –sponsored game?
- How do you think it benefits the brand?
- Have you seen social media posts in which celebrities (either celebrities in general or celebrity athletes) mention in words or post a picture of a food or drink brand? Can you describe those posts? Do you think the celebrity eats/drinks the brand mentioned?

Activity

Assign teens to screenshot food and beverage messages/marketing they see in their neighborhoods, on TV and on line, and share them in a group. Are they targeted to a specific group? Were they unhealthy or unhealthy? Did they make you want the food/drink promoted?