

School Science Review

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Using advertising as a teaching and learning medium in the science classroom

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Supplementary teaching material

CREATING AN ADVERTISEMENT: PROTEIN SHAKES

Below you will find all kinds of information on protein shakes, which are supposed to provide additional protein after a training session. A marketer could have researched these facts to prepare an advertising campaign for a protein shake.



Task:

- 1) For an advertising campaign only positive information is used. Mark the positive information on protein shakes. You can also add more arguments.
- 2) Protein shakes are often bought by young people. Find and mark the most appropriate arguments for this target group.
- 3) Create an advertisement for a protein shake together with your group members.
- 4) Discuss with your group members how marketers deal with scientific information.
Should a marketer be a science expert?

A protein surplus can damage certain organs, especially the kidneys.

Protein powder provides certain amino acids which the body cannot produce itself.

Many years of extensive protein consumption can lead to health problems.

An average European person consumes over 150% of his/her daily protein demand with the normal food. Therefore an additional source of protein is not necessary.

Protein consumption stimulates fatburning.

Protein powder contains more protein than natural foods.

Additional protein leads to a faster muscle growth.

Protein products are especially suitable for a low carb diet.

Protein shakes often contain artificial sweeteners, flavorings, colorants and other additives.

Protein shakes are rich in calories, but they are not very filling as they leave the stomach quickly.

Many protein shakes are not suitable for lactose intolerant people.

Protein shakes are often enriched with vitamins. An extensive consumption can lead to harmful vitamin overdoses.

Protein shakes are easy to digest.

Protein shakes are cholesterol-free.

A consumption of protein shakes during pregnancy leads to slower fetal growth.

Proteinshakes...

ANALYZING PROMOTIONAL TEXTS

Read the following promotional text¹ for a face toner carefully and answer the questions below:

NEW PRODUCT: MICELLAR WATER FOR THE FACE

A cleansing and make-up removing water that respects the fragility of sensitive skin:

- Combines performance and very high tolerance
- Cleanses and removes make-up from the face and eyes
- Soothes and clears up irritated skin
- Produces a feeling of instant freshness
- Non-rinse

Biological mode of action

Sensibio H2O is the 1st and only dermatological micellar water perfectly compatible with the skin: its fatty acid esters, the constituent elements of micelles, are similar to the phospholipids of the skin cell membranes and naturally help rebuild the skin's hydrolipidic film.

- Fragrance-free formula
- Alcohol-free
- Paraben-free
- Hypoallergenic

TASKS:

1) Rate this text's credibility, attractiveness and scientific nature with the help of the thermometers on the right.

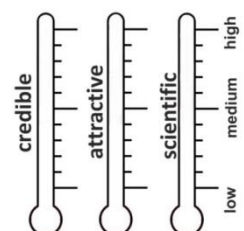
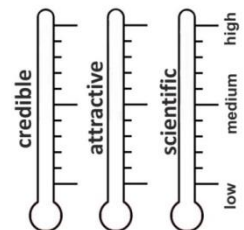
2) Mark the scientific terms used in the text. Which ones do you know and which are unknown to you? Explain in your own words how the scientific terms used appear to you and which image of the product they create.

3) Research what micelles are and when they appear. Compare your search results with your neighbor. On the basis of your results, evaluate the statement that micelles are an "innovative technology" in skincare.

4) Research what the skin's hydrolipidic film is and which other ways there are to rebuild it.

5) Discuss whether a marketer in the cosmetics industry must be a chemistry expert at the same time.

6) Rate this text's credibility, attractiveness and scientific nature again.



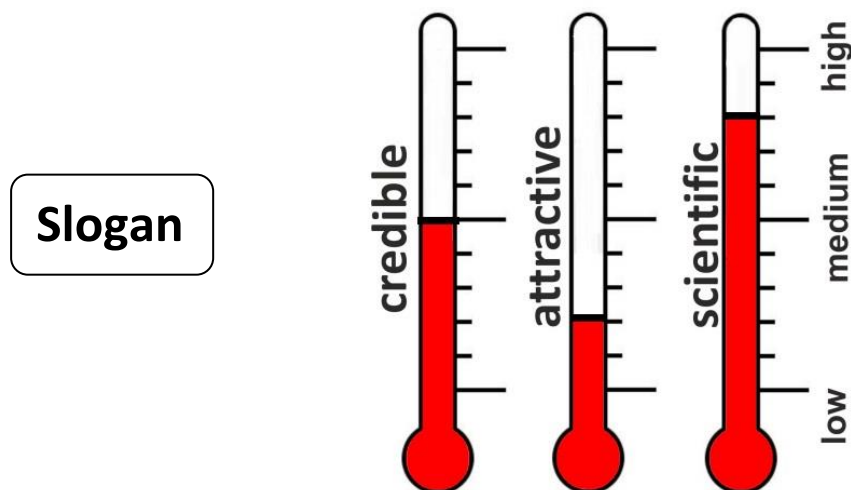
¹ Text taken from www.bioderma.com

REFLECTING ADVERTISING SLOGANS: ORGANIC AND NATURAL COSMETICS

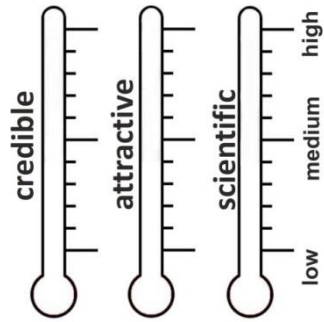
TASK SHEET

- 1) On your worksheet you see text boxes with different slogans. Your task is to rate these slogans concerning their credibility, attractiveness and scientific nature. Mark your ratings on the “thermometers”.
- 2) Exchange your ratings with your neighbor. Try to explain why you chose a certain rating.
- 3) Are there any tendencies in your ratings, for example that credibility always goes in line with attractiveness?
- 4) Which slogans contain scientific information and which don't? Discuss with your neighbor how scientific information influences your perception of a slogan. Do you know and understand the scientific terminology used in these slogans?
- 5) Create your own slogan. Can you think of one that is highly credible, attractive and scientific at the same time? Write your slogan in the last empty box.

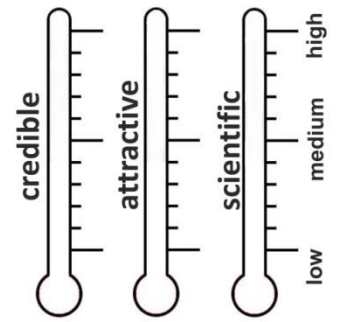
Example:



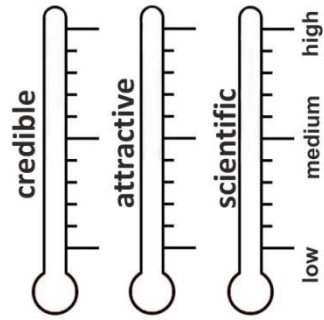
Purity with performance.



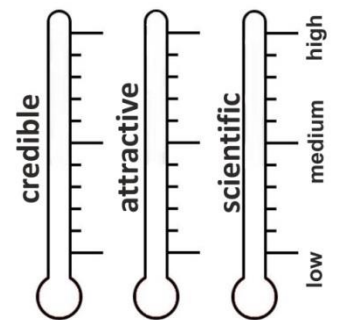
Nutrient-rich whole food for the skin. 100% natural!



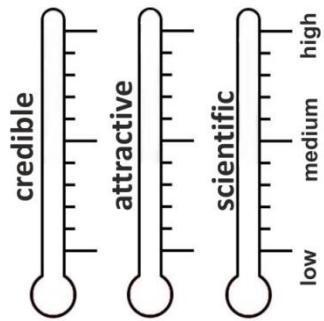
Thinking of switching to chemical free, organic skin care? Laviol may be the best option for you!



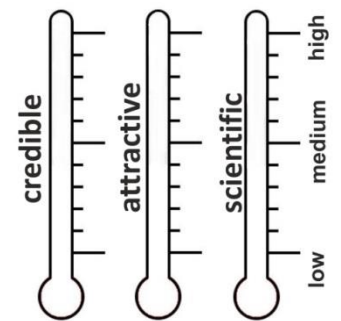
Free of parabens,
Free of colorants,
Free of mineral oils.



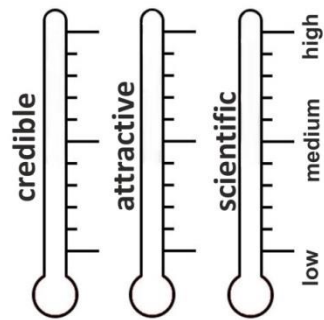
Real beauty is always natural beauty.



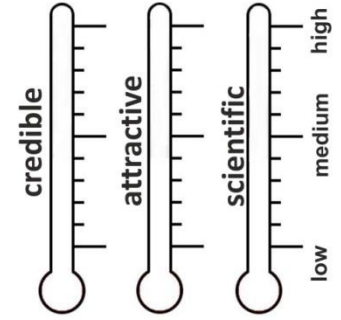
As pure as nature. Just like your baby.



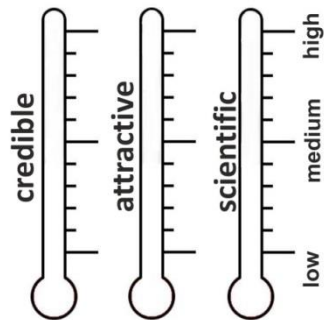
Natural organic body products nourish the body, mind and spirit.



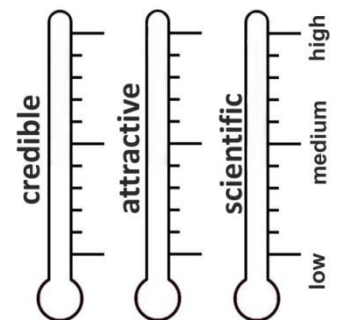
The best cosmetics without synthetics!



Powerful antioxidant action and soothing hydration in a protective daily regimen for all skin types.



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CONTEXTUALIZING EXPERIMENTS WITH ADVERTISING

THE IN-SHOWER RICH BODY LOTION SKIN CONDITIONER

Recently, a new range of body care products was launched: The “In-Shower Body Lotions”. They are applied in the shower on wet skin and immediately rinsed off without soap or shower gel. After you get out of the shower, you can dry yourself and dress without having to wait for the lotion to absorb. You are promised to have a moisturised skin in no time.

How to apply:

1. Turn off the water while in the shower.
2. Apply the lotion on your skin.
3. Rinse it off without any soap.
4. Get out of the shower and dry yourself.
5. You can dress immediately!

Task:

Formulate hypotheses on how the body lotion works. Try to use scientific terms in these hypotheses. Plan an experiment to test your hypotheses.

Innovation:
In-Shower Body Lotion

Quick and simple:

- Turn off water
- Apply
- Rinse off
- Dry yourself
- Dress
- Ready to go!

Activated by water! Save time!

LOTION
Body lotion for the shower
Instant moisture

new