

Who is the target?

Activity 5.1



Take a look at the list of foods, decide what age group companies might advertise to, and fill in the spaces below, keeping in mind that some companies might advertise to more than one age range (use the intersecting circles to show this)

Rice Cakes

Coco Pops

Bread sticks

Brie Cheese

Milk

Corn Flakes

Sausages

Wholewheat Bread

Pitta bread

Peanut Butter

Nutella

Natural Yoghurt

Muesli

Brown Bread

Baby Crackers

Chocolate Bar

**Babies
(0-2 years old)**

15 years and older

3 - 5 year olds

11-14 years olds

6-10 year olds

Name: _____ Class: _____