

Group 1 Case Study

Gatorade spends almost \$200 million a year on advertising. Their ads claim that Gatorade hydrates you better than water. The claim comes from a study that was *funded by Gatorade* and found that people who drank their product *were* better hydrated than those who drank water. **But here's the catch: *because the Gatorade drinkers consumed more fluids in general.***

In other words, if you drink the same amount of water as Gatorade, you'll be just as hydrated. It's true that you lose water and electrolytes in sweat. However, if you are giving your body proper nutrition, you are getting the potassium, sodium and magnesium your body needs through your diet. Today, Gatorade safely uses the tagline: "thirst quencher." Guess what else is?

Instructions:

1. Create an ad to sell the NEW and IMPROVED product... Tap Water!

The ad should be no more than a few sentences long. You can draw, write or act out your ad. In your ad, you can address the following questions in a spoof or parody and be as wildly creative as you like.

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- What is the name of *your* product? (*Maybe something pseudo-scientific?*)
- What is the *tagline* for your product?
- What is your claim? (*What are the perks, what does it DO, etc.*)

Group 2 Case Study

Soccer superstar Lionel Messi trains for about 4-6 hours each day, which is why he drinks Gatorade to replenish the salts and sugars he loses in sweat. Or, *does he?* According to his nutritionist, “sugar is the worst thing for the muscles. The farther he stays away from sugars, the better.” So, along with hydration, sports drinks spike your blood sugar levels which can contribute to metabolic issues. The Lionel Messi diet is actually about eating healthy foods like whole grains, salad, nuts, protein-rich sushi and drinking tons of *water*.

Instructions:

1. **Create an *Endorsement Ad*, to sell your peers on a healthy diet with little to no sugar or fast food.**

The ad should be no more than a few sentences long. You can draw, write or act out your ad. In your ad, you can address the following questions and be as wildly creative as you like.

- a) What is the brand or name of your healthy diet?
- b) Which celebrity will be endorsing the diet?
- c) What is your *tagline*? (*Something catchy to grab attention.*)
- d) What is your claim? (*What will this diet DO for you?*)

Group 3 Case Study

Gaining muscle is great, and the increase in testosterone during puberty, combined with regular exercise will increase muscle mass. However, the many ads telling teen boys to “Bulk Up FAST!” aren’t healthy! Rapid weight gain will put stress on your joints and decrease your agility (quickness, speed, etc.)

Also, a lot of supplements contain steroids: steroids are synthetically produced versions of testosterone that have negative health consequences. Some steroids can halt puberty, which means that you won't grow any taller, while others can increase heart rate, blood pressure, aggression and other unhealthy things! Even if “EVERYONE IS DOING THIS ONE THING TO GET HUGE!” It still might not be an excellent or healthy choice.

Instructions:

1. **Create a *Clickbait* Ad to sell teen boys on the NEW and IMPROVED.... 60 minute exercise program.**

The ad should be no more than a few sentences long. You can draw, write or act out your ad. In your ad, address the following questions and be as wildly creative as you like.

- a) What is the brand or name of your product?
- b) What is the headline for your ad?
- c) What is your *tagline*? (*Something catchy to grab attention.*)
- d) What is your claim? (*What does your exercise program DO. For Clickbait, this can be a secret “hack”*)

Group 4 Case Study

Lack of sleep is associated with a delay in brain development, an increase in depression, anxiety, weight gain, and more... And yet, the biggest obstacle standing in the way of 8-10 hours of sleep each night for teens? Phones. The blue light from our screens interrupts the body's sleep hormones and tells the brain: *increase alertness*.

Typically, as it gets dark, a part of our brain called the pineal gland, starts to release *Melatonin*. Melatonin is the body's sleep hormone, playing a role in managing the sleep-wake cycle. Melatonin tells your body when it is time to start winding down and preparing for sleep. But electronic devices inhibit Melatonin.

Instructions:

1. **Write a Pseudoscience Ad to promote the NEW and IMPROVED tool to improve mood and health for Teens... SLEEP!**

The ad should be no more than a few sentences long. You can draw, write or act out your ad. In your ad, address the following questions in a spoof or parody and be as wildly creative as you like.

- a) What is the name of your product? (*Make up a pseudoscience name for it!*)
- b) What is your claim? (*What does your product fix or cure for teens?*)
- c) What is your tagline? (*How will you convince teens to try it?*)