

Soft Drink versus Milk Advertisements

Advertisements for soft drinks appear on shopping carts, video games, billboards, cups, scoreboards, and nearly everywhere people gather. Because milk consumption by youth has decreased dramatically in recent years, the National Dairy Council launched an advertising campaign that encourages teens and young adults to continue to drink milk. The milk campaign, however, is very different from the soft drink campaigns. Use the activity below to compare milk ads and soft drink ads.

Soft Drink Ads	Milk Ads
1. bus stop	1. poster in school cafeteria
2.	2.

ACTIVITY

Using a table similar to the one above, list the different commercial areas where soft drink ads appear. Then list places where milk ads can be seen. Compare the lists. Which beverage ad appears in more places and is more likely to appeal to teens? Does one type of beverage tend to advertise primarily in electronic or print media? How does the type of media attract certain age groups?

EXPRESS YOUR VIEWS

Choose one soft drink ad and one milk ad. Write a short essay comparing the two ads. Does either ad make health claims about its product? If the ad makes health claims, is the information accurate? Explain, basing your answers on what you've learned in the chapter.