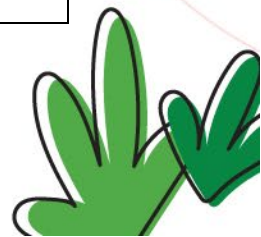




THE GROCERY STORE JUNGLE

Introduction	During this workshop we take a look into the world of food advertising and the temptations that are triggered within us in daily life, even if we do not always realise this consciously. And we visit a grocery store.
Objective / teachers' goal	To explore the temptations we face when walking to a grocery store
Relation to competence framework INTRODUCTION TO THE VITALITY COMPETENCE FRAMEWORK copy (vitalityforthefuture.eu)	
Dimensions (check the dimensions and related aspects below) <input type="checkbox"/> Bodily functions <input type="checkbox"/> Mental wellbeing <input type="checkbox"/> Meaningfulness <input type="checkbox"/> Quality of life <input type="checkbox"/> Participation <input checked="" type="checkbox"/> Daily functioning	
Materials	Assignment Grocery store Classroom Grocery store Classroom explanation how “they”try to sell “us “ what they want. How does marketing works. Go to a grocery store with the group , with assignment “Grocery store jungle “
Approach	Description Workshop Grocery Store Jungle 2nd year students, workshop duration: 3 hours During this workshop we take a look into the world of food advertising and the temptations that are triggered within us in daily life, even if we do not always realise this consciously. Advertisement creators tell us who we can be and how we can feel when eating certain foods. Products are being recommended to convince you to consume them. How are we being seduced and what is neuromarketing? What effects do colour, scent, slogans, discounts etc. have on our brains? To explore this, we physically go through a grocery store to look for the temptations and find answers to why we are sensitive to them. When you understand why advertisements work you are less likely to be influenced by them and you will go through the supermarket with a new perspective.





Grocery Store Jungle.

Introduction: Nutrition and temptation

- Marketing
- Neuromarketing (hormones, brain, emotions and feelings, scent, colour, countenance, shapes, light and sounds)
- Labels, slogans, brands, health and nutrition claims
- Flavour enhancers (processed food)
- Why is everyone sensitive to this?
- Target audience, location stores
- Enter the store with a new perspective
- Resists temptations
- Gain awareness → change of behaviour

Go through the store in groups

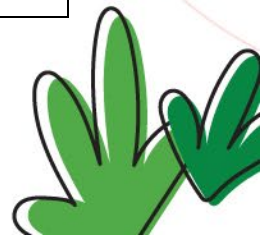
- Hand out assignment
- Communicate agreed upon time when back in the classroom
- Introduce forms of temptation and why people are triggered by them
- Price, quality, health, packaging etc.

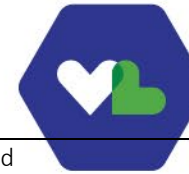
Debriefing

- Ask class questions / go through assignment questions
- What have we learned from this?
- Who can take a new perspective?
- Who would change their behaviour?

Tips/tools

- Groceries list
- Only buy what you came to buy
- Expensive brands vs private labels
- Lowest shelves
- Huge value packs
- Fast sugar
- Read labels/packaging (misleading information)
- Calculate price difference (is it indeed more cost efficient?)





- Expensive brands are often discounted
- Do I really need it?
- Candy at the checkout
- Do not go to the grocery store 'hungry'
- Peer pressure

Who determines what you buy....?

-

Assignments Grocery Store Jungle

The grocery store is a jungle filled with temptations. Tempting, but often unhealthy products are placed at eye-level in the store and are frequently on discount to convince the customer to give in to their desires. Think about the temptations that you encounter at a grocery store. In what aisle is the temptation the largest? Or smallest?

- Go to the aisle with **crisps and nuts**. Through what methods are customers seduced to make the healthier choice? Look at packaging and prices. What catches your attention? Is one of the products on discount perhaps?
- Go to the aisle with **candy, cookies, and chocolate**. Through what methods are customers seduced to make the healthier choice? Look at packaging and prices. What catches your attention? Is one of the products on discount perhaps?
- Go to the aisle at the **frozen foods (pizza, ice cream etc)**. Through what methods are customers seduced to make the healthier choice? Look at packaging and prices. What catches your attention? Is one of the products on discount perhaps?
- Go to the aisle at the **checkout**. Through what methods are customers seduced to make the healthier choice? Look at packaging and prices. What catches your attention? Is one of the products on discount perhaps?
- Go to the aisle with **dairy products**. Through what methods are customers seduced to make the healthier choice? Look at packaging and prices. What catches your attention? Is one of the products on discount perhaps?
- Go to the aisle with **sodas and soft drinks**. Through what methods are customers seduced to make the healthier choice? Look at packaging and prices. What catches your attention? Is one of the products on discount perhaps?





	<ul style="list-style-type: none">• Think of strategies on how to resist the temptations in the grocery store jungle. <p><i>Please note: Scents, colour, music, light, employees, advertisements etc.</i></p>
Type of activity (workshop, assignment, quiz, debat, presentation, etc.)	Workshop
Duration	1 hour in the classroom, 30 minutes in the store, 30 minutes evaluation
Final goal (learning outcome)	Raising awareness of the marketing strategies to change perspectives / behaviors of the students





Spiderweb Positive health

Dimension/Aspects							
Bodily functions	Feeling healthy	Fitness	Complaints and pain	Sleep	Food	Condition	Exercise
Mental well-being	Remember	Concentrate	Communicating	Being cheerful	Accepting yourself	Dealing with change	Sense of control
Quality of life	Enjoy	Being happy	Balance	Feeling safe	How you live	Get by with your money	Feeling comfortable with yourself
Social participation	Social contact	Be taken seriously	Doing fun things together	Belonging	Doing meaningful things together	Support from others	Interest in society
Daily functioning	Taking care of yourself	Knowing your limits	Knowledge of health	Dealing with time	Dealing with money	Being able to work	Being able to ask for help
Meaning	Meaningful life	Zest of life	Wanting to achieve deals	Have confidence	Accept	Gratitude	Keep learning





Assignments Grocery Store Jungle

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- Think of strategies on how to resist the temptations in the grocery store jungle.

Please note: Scents, colour, music, light, employees, advertisements etc.

