

Summary workshop Foodlabeling / Advertising strategies

After a short theoretical introduction about problems of Advertising strategies and Food labeling we shared the participants into five groups and worked practically on these topics. One group designed a poster with a "label landscape". Another group made a video to show the difference between advertisement spots and the real product behind. A third group designed advertisement posters. A fourth group did the opposite, they designed "anti-advertisement posters". The last group tried in an experiment if the design of the packaging influences our taste of the product.

These contents can easily be integrated in our school's curriculum. For example in geography lessons the students could learn about ecological, production and economy conditions in general in different countries. In economic studies they could learn about global commodity flow, international division [of](#) labor or the competitive situation on the global market or about the new worldwide mobility and the problems of sustainability in globalization. In the art lessons they could learn about advertising psychology and strategies.

If you want to read the whole report of our Workshop "Foodlabeling / Advertising strategies" follow the link below!

<http://www.gto.mos.schule-bw.de/joomlagto/index.php/projekte-menu/comenius-2014-menu/593-comenius-2014-bericht-kittel-1>

Yohanna Kittel