

July 27, 2018
Friday
National Korean War
Veterans Armistice Day (U.S.)



Objectives & reminders

Appointments

Early morning

8 a.m.

9 a.m.

10 a.m.

11 a.m.

Noon

1 p.m.

2 p.m.

3 p.m.

4 p.m.

5 p.m.

6 p.m.

Later evening

**Consumers and
 food marketers warned**

On July 27, 1988, the top health official in the U.S. – Surgeon General C. Everett Koop – released the most comprehensive report regarding nutrition and health ever issued by the U.S. government. Among other conclusions, the report asserted that fat was a leading cause of disease; eating too much fat leads to a number of major health problems.

The report caught the media’s and the public’s attention, which prompted more Americans to at least notice their fat intake, if not reduce it. In response, food producers began searching for ways to reduce the fat content of their products. And, not surprisingly, producers of low-fat items began promoting their brands’ health benefits.

Zany Americans, zany marketers?

“Americans are zany about food and diet. No other country gorges itself on junk food the way we do, and no other country has as many ‘experts’ on health diets. We have become more concerned about what we should not eat than what we should.” – C. Everett Koop

**Your opinion please:
 Do health appeals face “up-hill
 battle” for marketers?**

1. Are consumers more likely to be interested in low-fat food items to improve or maintain their *health*, or to improve or maintain their *appearance*?
2. To what extent is *taste* a more salient attribute for consumers than low-fat, *health-related* appeals?
3. Suppose 100 consumers were to learn that their favorite brand of cookies now contains *half* as much fat as the same brand did last week (but the taste is the same). How many would interpret the information to mean that now they can eat *twice* as many cookies as they did previously without increasing their fat intake?