

Food advertising: selling what?**Publicidade de alimentos: vende-se o quê?****Publicidad de alimentos: qué se vende?****Received: 04/04/2018****Approved: 09/08/2018****Published: 05/11/2018****Ana Carolina Aguiar Bloemer¹**
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The aim of this study was to analyze the persuasion arguments of food advertising related to emotion and practicality, in the Brazilian television. This is a descriptive and exploratory study with a qualitative approach in which we analyzed ten examples of commercials that were selected monitoring two open channels for seven days in random periods in the year 2017. The analysis showed that the speech uses arguments related to solving problems of everyday life, associating the demands of feelings to nutrition and giving love, related mainly to family roles. The main characters are women in family contexts or in common, routine conditions that show hurry or automatic functions in the task of preparing food. The food is offered as a solution to the concerns of practical life and frustrations, inducing to consume them with the promise to solve objective and subjective problems.

Descriptors: Emotions; Marketing; Food publicity.

O objetivo deste estudo foi analisar os argumentos de persuasão da publicidade de alimentos, relacionadas à emoção e à praticidade, apresentadas em televisão brasileira. Trata-se de um estudo descritivo e exploratório com abordagem qualitativa em que analisou dez exemplos de comerciais que foram selecionados através do acompanhamento de dois canais aberto de por sete dias em períodos sorteados aleatoriamente, no ano de 2017. A análise mostrou que o discurso recorre a argumentos relacionados a solução de problemas da vida cotidiana, associando às demandas de sentimentos que têm na alimentação a oferta de afeto relacionado principalmente a papéis familiares. Os personagens principais são mulheres em contextos familiares ou em circunstâncias comuns da rotina, que expressam pressa ou automatismo das funções na tarefa de preparar a alimentação. O alimento é oferecido como solução para as preocupações da vida prática e das frustrações, induzindo o consumo pela promessa de solucionar problemas objetivos e subjetivos.

Descritores: Emoções; Marketing; Publicidade de alimentos.

El objetivo de este estudio fue analizar los argumentos de persuasión de la publicidad de alimentos relacionados con la emoción y el sentido práctico, presentado en la televisión brasileña. Este es un estudio descriptivo y exploratorio con un enfoque cualitativo en el que se examinaron diez ejemplos de anuncios que fueron seleccionados en dos canales abiertos durante siete días en períodos tomados al azar en el año 2017. El análisis mostró que el discurso utiliza argumentos relacionados con la solución de problemas de la vida cotidiana, asociando las demandas de los sentimientos que encuentran en la alimentación una oferta de afecto relacionado principalmente con los roles familiares. Los protagonistas son mujeres en contextos familiares o en circunstancias comunes de rutina, que expresan prisa o automaticidad de funciones en la tarea de preparar la comida. La comida se ofrece como una solución a las preocupaciones de la vida práctica y las frustraciones, induciendo el consumo por la promesa de solución de problemas objetivos y subjetivos.

Descritores: Emociones; Mercadeo; Publicidad de alimentos.

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INTRODUCTION

The accelerated routine of the contemporary world generates problems that are capitalized by industry, which presents a new feasible reality buying and consuming. Daily difficulties such as lack of time, take care of kids and family, finds in food, an important object to offer care, affection, attention, through alternatives that convey all the necessary attributes, subjective and objective, in the form of products.

Being glad when you perceive the clear skies in the morning, getting excited when you feel the aroma of a fresh coffee, feeling annoyed due to the traffic jams or worry about delay at work and the fear of being assaulted, the anxiety for the result of an examination, the embarrassment of forgetting an important date, feeling hurt with some criticism, among others, exemplify the variation of emotions that may be present in everyday life. The intensity and motivation of these emotions have distinct graduations that can or cannot generate reactions and behaviors^{1,2}.

In the urban context mainly, the pace of life is intensified and food practices have suffered the reduction of time and availability for activities involved with them.

The time for planning and preparing food and meals, always regulated the pace of life, and were in line with the division of intra-family work, and the woman was responsible for the responsibilities related to these home activities. With urban density and the woman being part of the labor market, food practices changed. Practicality and agility in procedures related to food preparation and consumption are valued because it is implied in the product, work and time³.

Studies that analyzed the data from the Family Budgets Survey of different years show that there was an increase in the consumption of ultraprocessed products at home⁴. This problem is captured by publicity and which solves these demands, associating them with emotions and pleasures, packaged in a food product.

Observing these transitions of values and lifestyle consequence of globalization, the

industry seized this situation by offering a huge variety of easy access and fast consumption foods linked to words (slogans), visual (packaging), gestures (advertisements) and songs relating them to positive emotions.

The environmental factors, ideals, the cost-benefit relations, exert expressive influence, not always associated with the palatability of food, despite investments in foods with intensified flavor.

The quantity of a given food consumed is very influenced by the size of the package, in addition to its flavour⁷. A study shows that by doubling the size of the pack, individuals consume about 30% more^{8,9}.

A classic example for this data is the study involving the availability of two types of popcorn (good and old) in two types of packaging (large and small) in a cinema – the study showed that the amount consumed had equivalent interference by the flavor and by the size of the pack¹⁰. Studies show the correlation between the availability of food and its consumption^{8,11-14}. In addition, relating foods with pleasant words also impacts in more sales by adding value to the product¹².

Food advertising developed a repertoire to “solve” these countless demands, integrating and associating subjective opportunities, which are part of the changes occurred in urban life, and even to those human existential. For example, the conflict that divides the woman between work, and motherhood, the lack of time to prepare food and devote herself to the family and work, besides the strong linking of food/product with the offer of expectations that are beyond the pragmatism of everyday life, such as happiness, personal fulfillment, success in love life, among others¹⁵.

The longing of this exploratory essay is to know the persuasive arguments of advertising appeals, particularly those related to emotions and practicality, broadcasted in Brazilian television. Therefore, the aim of this study was to analyze the arguments of persuasion of food advertising, related to emotion and practicality, in Brazilian television.

METHOD

This is a descriptive and exploratory study, with a qualitative approach, in order to know the characteristics and content of foods advertisement broadcasted in three periods of the day in 2017.

We watched two national and popular broadcasters (open channel), for seven days each, in three randomly selected periods throughout the day, to select these ads.

We initially recorded the ads and subsequently selected examples according to their appeals involving emotion and practicality. From them we selected 10 examples of ads which met the objective of the study; to study the arguments we used the content analysis¹⁶.

In the procedures in which the ads were watched, we screened the best examples, which contained allegations related to the objective of the study. In this process, researchers listed the ads that considered appropriate examples to research.

After double analysis, by consensus, we selected 10 ads and excluded six. The aspects analyzed in the ads studied were: i) slogan; (commercial messages) ii); characters involved; iii) social context; iv) emotions and feelings present; v) motivators; vi) visual and sound characteristics (color involved and sonoplasty); vii) mention of sensory characteristics; viii) mention of nutrients.

RESULTS

The slogans of the ads selected relate to existential values ("*open happiness*"/soda, "*love is the secret*"/juice, "*for life to be delight*"/margarine); To vitality ("*energy that gives strength*"/chocolate milk, "*more disposition*"/margarine); To physical and emotional benefits ("*You well inside and out*"/yoghurt); To social roles and solutions of everyday difficulties ("*light as life is not*"/instant noodles; "*Possibilityland*"/biscuit, "*you are not you when you are hungry*"/chocolate; and parents and children relationship ("*say yes*"/yogurt).

All messages appeared at the end of the product. The details of the commercials are shown in Table 1.

About the characters involved we perceived the presence of aesthetic standards attributed to what society admires (thin individuals of healthy appearance, well-dressed with tidy hair) and, most of the times the main character is a white woman, busy and worried. Some of these women are Brazilian actresses who are exposed as "mothers".

The social context involves especially the family or group of friends, in the domestic environment or in common circumstances of the routine and, in most cases, the ads express the need for activities to be performed in a short time and the mechanical character of these tasks. Some words that reinforce this situation are:

"Is quick. Go eating..."

"... I'm late, Mom..."

"... then we wash..."

We can observe that the emotions and feelings exposed by the characters are dissatisfaction, bad humor, anger, frustration, tiredness, agitation and concern until the realization of food consumption. Excerpts like:

"Your life is not light", "...

8 women get moody..." "... you get unbearable when you're hungry" and "to make it worse you left the president in a vacuum".

This can show these emotions and feelings. After consumption, these emotions are immediately transformed into joy, happiness, pleasure and satisfaction.

The central message of most ads is that food consumption will solve the demand or problem that the characters are facing, such as lack of time, dissatisfaction at work, concern for children and bad humor. This can be exemplified with some of the statements of the ads, such as:

"... only one thing is the solution..."

"... to enjoy every moment"

"it provides the energy that your child needs" and

"... I think I will arrive later..."

Table 1. Details of the ads analyzed. São Paulo, 2017.

Product	Slogan	Description of the advertisement
Soda	Open happiness	It exposes several situations of the characters with some negative emotion, as a woman disheartened at work, a couple arguing, a kid afraid of thieves and from the emergence of the soda, the woman falls in love with a client, the couple kiss each other and the boy is saved.
Industrialized juice	Love is the secret	It shows a story of a mother raising her child, with some tough times, delays to fetch him at school, teddy bear damaged when she washes it, among other situations and at the end it shows the mother advising her child about an unrequited love.
Margarine	For life to be delight	It shows a snack family context, in which the daughter says she is in a hurry, but her mother convinces him to sit and have snack with the family.
Chocolate milk	Energy that gives strength	It presents the mother leaving for work several times and saying goodbye to her kid who is sitting on the couch playing video games. At a certain point, the mother realizes that the child is apathetic and offers him a chocolate milk. From that moment on, the kid is happy and goes to play in the field.
Chocolate	You are not you when you are hungry	It presents splays an actress fighting with a group of boys in a locker room, until one of them tells her saying that she needs to eat a chocolate to change her mood. As soon as she consumes the chocolate, she becomes calmer.
Biscuit	Possibilityland	It exposes a man walking down the street with various problems consequence of his bad humor and hunger. When he finds the biscuit, he realizes that it is possible to do everything (possibilityland) if he consumes that biscuit.
Margarine	More disposition	It shows different characters in a hurry being offered a bread with margarine and the announcer says that the brand adapted to the new rhythm of breakfast of the population and so enriched with more nutrients to give more disposition to the consumer.
Yogurt	You well inside and out	It presents an actress playing with her son on a park and saying that the malfunctioning of the intestine can lead to bad humor, but that this can be solved consuming yogurt. It reinforces that consuming yogurt can make people happier.
Yogurt	Say yes	It shows several situations in which parents need to say “no” to their children and in the end, it stimulates parents to say “yes” when their children ask for yogurt, because they will be reducing the sugar content.
Instant noodles	Light as life is not	A mother has difficulty in putting the baby to sleep, taking hours until her husband arrives and with the noise wakes up the child. In this context, the announcer says that life is not easy, but that instant noodles can help.

And to assist in the persuasion of this motivating message they used sound resources (songs: Taste the Feeling – Aviicie Conrad Sewell, you got more love thank you know-Chris Jordao, Darrene and other songs with reassuring melodies) and visual resources (light, organized and harmonic environments, presence of nature and character with clear clothes).

With the exception of the commercial of instant noodles, only the yogurt and the industrialized juice presented some information about nutrients, in the sense that there was something more in the product, such as the addition of vitamins and minerals in its formula.

DISCUSSION

Who doesn't want to buy the “joy” of a soda in a moment of distress? Or a pleasurable sensation of having a snack with the family, sold by a margarine, in a moment of solitude? Or have more willingness to solve work problems?

The results of this work show that the message expressed by food advertising, in general, is that they are selling a food that will not cost time, and that the food still “provides” a comforting emotion.

Studies show that negative emotions can increase food consumption, especially foods with high-energy content and sugar¹⁷. There are several possible justifications for this increase in consumption, such as the release of endorphins and endogenous opioids when consuming food¹⁸; the relationship of

emotions with appetite regulating hormones¹⁹; and wish for a behavior learned from childhood.

Based on the data of this study, we can affirm that there is another factor that contributes to this association between negative emotions and food consumption, which is the persuasion of food advertising in making individuals believe that food will transform their bad emotions and feelings in good.

In this previous study²⁰, we evaluated the perception of the emotional relationship with food consumption through women's discourses, as observed in the following excerpts:

a) *"You are in your workplace, there is a serious thing, but the chocolate gives me strength, it is as if it speaks to me, go there that you can";* b) *"Even happiness goes in Coca Cola, because it seems that when I'm like feeling negative, I drink it and it seems that I think:-Go and face that you have guts for it! And if I'm happy, it relaxes me, it tells me: Calm down, it's all right, now it's just enjoying! ... Coca Cola is perfect on every occasion and every emotion..."* c) *"If I'm mad, I have to eat a chocolate, it cannot be another candy... Sweets in general make me happy, it's that instant happiness, you know?"*

The results showed the similarity between the story showed in the ads, and the characteristics of the urban reality of the Brazilian population, such as lack of time, family and work demands, concerns with children, fatigue and work frustrations.

This similarity used in the ads is a strong advertising strategy that has already been described in another study²¹, as important to induce the identification of the consumption according to the situation presented. That is why they use the language forms, social context and values of the population, seduce them with the expectation of problem solutions and stimulate the feeling of need to acquire the product.

Another research²² analyzed food advertising in magazines and newspapers in Brazil, the results show that the target audience of food advertisement are mainly women, and stimulate consumption.

Moreover, all foods showed in the ads have high-energy content and are rich in sugar, its consumption is stimulated as problems solving, and when consumed in excess, can be harmful to health, aggravate diseases related to nutritional status and overweight.

We hardly observed arguments related to food composition and maximum recommended amounts of daily consumption, as well as they did not show appeals on sensory characteristics related to flavor.

The appeals focused on offering emotions and soften the tasks of the woman's role as a food provider in the physical and metaphysical sense, such as offering or consuming food as a form of care and love ("love is the secret", "say yes", "open happiness") or a way to fulfill only their biological need ("Possibilityland", "You are not you when you are hungry").

The risk of weight gain generated by the excessive consumption of the products advertised analyzed in a scenario of high prevalence of obesity²³, shows the magnitude of the problem.

In this context, eating out of^{4,24,25}, where the access to food is greater, the continuous increase of portions and sizes of packages^{10,11} and the power of advertising in affecting the individuals' food choices manipulating the external characteristics of the food, such as packing, product descriptions and advertising^{26,27}, favor the consumption of industrialized foods, such as processed and ultra processed^{28,29}.

Combating this type of advertising strategy with legislation that curb advertising abuses, is a demand to public health in the agenda of coping with obesity.

CONCLUSION

Advertising appeals that link the consumer's social and emotional demands to food products can be inducers of increased food consumption, functioning as a trigger for continuous food consumption.

This finding should support the regulation of advertising. In this sense, food advertising transcends the citizen's right because it puts them in risk when it uses the

emotional vulnerability to seduce the consumer.

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CONTRIBUTIONS

Ana Carolina Aguiar Bloemer e Rosa Wanda Diez Garcia had equal contributions in all phases: study design, data analysis and interpretation, writing and review.

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