

U2.02 - Print & Cut Flashcards

Cut along the card edges. Each card shows the question on top and the answer underneath.

CARD 1

What three controversial product groups are examined in U2.02?

Alcohol, tobacco and fast food.

CARD 2

Why can marketing these products become controversial?

They can create health and social harm, particularly when children and young people are exposed.

CARD 3

What is alcohol marketing and promotion?

Advertising and promotional methods used to increase alcohol sales and brand visibility.

CARD 4

What is one major issue with alcohol promotion?

It can normalise drinking and connect alcohol with sport, celebration and social success.

CARD 5

Why is youth exposure to alcohol advertising controversial?

It can make alcohol brands familiar and drinking appear more normal or harmless.

CARD 6

Is alcohol advertising completely banned in Australia?

No. It is allowed but restricted by rules relating to timing, audience, placement and content.

CARD 7

What is one government response to alcohol marketing?

TV alcohol ads face restricted broadcast times and cannot be shown in or around children's programs.

CARD 8

How can alcohol marketing restrictions affect businesses?

They limit when and how brands advertise and increase scrutiny of campaigns.

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CARD 9

Why is sport sponsorship valuable to alcohol businesses?

It can expose the brand to large audiences and create strong lifestyle associations.

CARD 10

What is tobacco marketing and promotion?

Attempts to increase tobacco sales or brand visibility through advertising, sponsorship, packaging or display.

CARD 11

What is the major issue with tobacco marketing?

Tobacco is addictive and causes serious health harm, so promotion may encourage uptake.

CARD 12

Is mainstream tobacco advertising legal in Australia?

No. Tobacco advertising and sponsorship are generally prohibited.

CARD 13

What is one major government response to tobacco promotion?

Advertising and sponsorship are prohibited and tobacco must use standardised plain packaging with health warnings.

CARD 14

How does plain packaging affect tobacco businesses?

It removes normal logos, brand imagery and promotional packaging design.

CARD 15

What is fast-food marketing and promotion?

Advertising, apps, loyalty rewards, meal deals, sponsorships and digital campaigns used to increase purchases.

CARD 16

What is the main issue with fast-food marketing?

Heavy promotion may normalise unhealthy eating, particularly when children are targeted.

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CARD 17

Is fast-food advertising illegal in Australia?

No. It is legal, but advertising of unhealthy or occasional foods faces restrictions when targeted at children.

CARD 18

What is one response to unhealthy fast-food marketing?

The AANA Food & Beverages Advertising Code prevents occasional-food advertising from targeting children.

CARD 19

How can tighter fast-food marketing rules affect businesses?

Businesses may need to change advertising audiences, messages, promotions or sponsorship strategies.

CARD 20

Why can fast-food sport sponsorship be controversial?

Children watching sport may be repeatedly exposed to unhealthy food brands.

CARD 21

Which product category is the most tightly restricted?

Tobacco.