

Truth in Fitness Advertising?

TV infomercials for fitness products usually feature in-shape spokespeople with “rock-hard abs” or bulging biceps. Are these typical results from using the advertised product? In this activity you will explore advertising techniques and evaluate the effectiveness of a fitness product.

ACTIVITY

Watch a TV infomercial for a particular fitness product, and answer the following questions.

1. What product is being advertised? What are the claims being made in the infomercial? Note any key statements describing the product’s advantages.
2. What specific information does the advertiser provide about using the product? For instance, how often must a person use the product in order to get the desired results?
3. Who is the spokesperson? Does this person lend any credibility to the advertiser’s claims?

Compare your notes with those of your classmates. Discuss the claims



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made in these infomercials in light of what you have learned in your text about improving various aspects of health-related fitness.

EXPRESS YOUR VIEWS

Write a paragraph expressing your overall impressions of the infomercial you watched. How much of what is being advertised is based on accurate statements? Explain whether you think the product might provide any fitness benefits, and compare that with the advertiser’s claims. If you thought that the product claims were exaggerated, include suggestions on how the advertiser could present a more realistic advertisement about the product’s capabilities.