

Product Packaging

Is It Shrinking?

PDF & Digital Formats



**MEDIA LITERACY
&
CONSUMER AWARENESS**

2 Peas and a Dog

Middle School Teaching Resources

RESOURCE INCLUDES

- ☐ Teacher Lesson Plan
- ☐ Link to a related non-fiction article
- ☐ Comprehension Questions & Quiz
- ☐ Extend Your Learning Assignment
- ☐ 2 Journal Entry Prompts
- ☐ Google Slides and Individual PDFs formats


EXAMPLE PAGES

What is consumer awareness?



CONSUMER AWARENESS

Why is consumer awareness important?



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SHRINKING PRODUCTS

(CBC Marketplace)

← →

ANTICIPATION GUIDE

Read the statements below. Then check the answer box that align with your thoughts.

| Statements | Yes | No |
|--|-----|----|
| I have gone to the grocery store with my family. | | |
| I have purchased something at a grocery store. | | |
| I have noticed when a product has changed its packaging. | | |
| I have noticed when a product's packaging seems to have gotten smaller. | | |
| Consumers should be notified when a product's package gets smaller. | | |
| Companies should raise prices instead of changing product quantity. | | |
| Companies should be required to explain why they changed the amount of product in their packaging. | | |

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SAMPLE ANSWERS

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6. Which product has actually gone down in price by 61% since 1972?
Listerine mouthwash

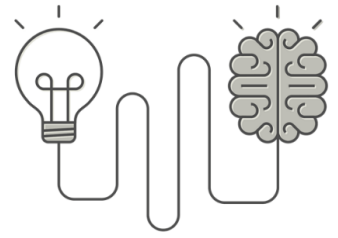
7. Grocery gimmick #2: What two words may be used by companies to keep consumers from noticing product downsizing?
New and improved

8. Red Rose Tea downsized their product. It is not obvious to the consumer because there are still ____ bags of tea, but the new box is ____ grams lighter.
72, 18

9. Grocery gimmick #3: A _____ of new packaging, words, and graphics can fool you.
combination

10. Some of the companies would not come on camera, but said they are dealing with _____ costs, trying to improve product _____, or both.
rising, quality

What is consumer awareness?



CONSUMER AWARENESS

Why is consumer awareness important?



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7. Grocery gimmick #2: What two words may be used by companies to keep consumers from noticing product downsizing?

New and improved

8. Red Rose Tea lowered their price. It is not obvious to the consumer because there are still _____ bags of tea, but the new bag is _____ grams lighter.

9. Grocery gimmick #3: A _____ of new packaging, words, and graphics can fool you.

combination

10. Some of the companies would not come on camera, but said they are dealing with _____ costs, trying to improve product _____, or both.

rising, quality

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