**Advertisement March 2018 MEMO**

3.1 Rhodes) whole kernel corn/canned corn.  (1)

3.2 Mothers/Fathers/Chefs/People who prepare meal. / People who prepare meals. /Chefs  NOTE: Accept any ONE of the above answers. (1)

3.3 'from Nature to you'.  (1)

3.4 The headline is written in a larger font/The words 'Mother Nature' are written in a much larger/bold font.  (1)

3.5.1 The Rhodes brand is manufactured locally from crops grown on the best farms/ farms that have been carefully selected.  Farms are carefully selected to ensure that the Rhodes' products are the best.  (2)

3.5.2 hyphen (1)

3.6 By stating that this product has been on the market for over a 100 years. (1)

3.7 The advertiser succeeds because the message of the advertisement is that the product is very close to being natural. The visual shows a can of whole kernel corn with the leaves/husk of a fresh corn. This conveys the message that the content of the can is as natural as the fresh cob. OR The advertiser does not succeed because the contents of the can would contain preservatives which are artificial/not natural. Canned products are processed and can never be as natural as a fresh cob.