

Why does food in ads look so good?

Watch the following video about how food is styled and why it looks so different when you buy it:

Answer the following questions:

1. Which company does Hope Bagozzi work for? _____
2. What does she order? _____
3. They have worked with the Watt photographers for how long? _____
4. What's Neil's job? _____
5. What's Noah's job? _____
6. How long does a shoot usually take? _____
7. Do they use different ingredients than in an actual restaurant? _____
8. How would they line up a burger in the store? _____
9. Which job does she compare Noah's to? _____
10. How does the bun sit because they put all the ingredients in front? _____
11. What does Noah use to melt the cheese? _____
12. What does he use to put ketchup on? _____
13. What's Stuart's job? _____