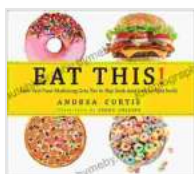


# How Fast Food Marketing Gets You to Buy Junk and How to Fight Back

Fast food marketing is a powerful force that can influence our eating habits and make us buy unhealthy foods. The fast food industry spends billions of dollars each year on marketing, and their ads are designed to appeal to our emotions and make us crave their products.



## Eat This!: How Fast Food Marketing Gets You to Buy Junk (And How to Fight Back) by Andrea Curtis

★ ★ ★ ★ ☆ 4.5 out of 5

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Fast food ads often feature images of delicious-looking food that is prepared quickly and easily. The ads also often use bright colors and catchy slogans to attract our attention. These ads can be very effective at making us want to eat fast food, even if we know that it is not healthy for us.

In addition to advertising, the fast food industry also uses other marketing techniques to get us to buy their products. These techniques include:

- **Product placement:** Fast food products are often placed in prominent locations in stores and restaurants. This makes it more likely that we

will see and buy them.

- **Coupons and discounts:** Fast food companies often offer coupons and discounts to encourage us to buy their products.
- **Loyalty programs:** Fast food companies often have loyalty programs that reward customers for repeat business. This can make it more likely that we will continue to buy their products.

The fast food industry's marketing techniques can be very effective at getting us to buy their products. However, we can fight back by being aware of these techniques and making healthier choices.

## **How to Fight Back Against Fast Food Marketing**

There are a number of things we can do to fight back against fast food marketing and make healthier choices. These include:

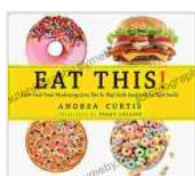
- **Be aware of fast food marketing techniques.** The first step to fighting back against fast food marketing is to be aware of the techniques that the industry uses. This will help you to avoid being influenced by these techniques.
- **Make healthy choices.** When you are making food choices, choose healthy options over fast food. Healthy choices include fruits, vegetables, whole grains, and lean protein.
- **Cook more meals at home.** One of the best ways to avoid fast food is to cook more meals at home. This gives you control over the ingredients and the portion sizes of your meals.
- **Support healthy food businesses.** When you are eating out, support healthy food businesses. This will help to create demand for healthy

food and make it more available.

- **Educate yourself about nutrition.** The more you know about nutrition, the better you will be able to make healthy choices. There are a number of resources available to help you learn about nutrition, including books, websites, and classes.

Fighting back against fast food marketing can be a challenge, but it is important to remember that you have the power to make healthy choices. By being aware of fast food marketing techniques and making healthy choices, you can improve your health and well-being.

Fast food marketing is a powerful force that can influence our eating habits and make us buy unhealthy foods. However, we can fight back by being aware of these techniques and making healthier choices. By following the tips in this article, you can improve your health and well-being and break free from the cycle of fast food addiction.



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