Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Period \_\_\_\_\_\_

Advertising Tricks

Go to [www.pbskids.org/don’tbuyit/advertisingtricks](http://www.pbskids.org/don'tbuyit/advertisingtricks). Follow the instructions and answer the questions.

Click on “Food Advertising Tricks-the Perfect Burger”. Read the recipe, then put the curser on the pictures. What is the purpose of the following?

Tweezers-

Waterproofing-

Next-

What is the burger painted with?

What is the purpose of the metal skewer?

What is the purpose of the paper towels?

Next-

What are the tomatoes sprayed with?

Go back to the roasted chicken.

What is the chicken washed with?

What is it stuffed with?

Next-

Is the chicken cooked all the way through?

What is it brushed with?

Next-

What does the blowtorch do?

Go back to the ice cream.

When can fake ice cream be used for advertising?

Is there any milk in the recipes?

Back to Advertising Tricks

“Create your own Ad-Burp Cola” – Get started.

Follow the steps to make your own cola ad. You may want to do this several times.

Back to Advertising Tricks- Create a Cereal Box. Follow the steps to make a cereal box. You may want to make several different boxes.

Which one was your favorite? Describe your favorite one.

What age and sex of child would want to buy your cereal?

Back to Advertising Tricks-“What’s in an Ad”

Click on Pepsi, watch the commercial, turn down the sound.

Who was the celebrity?

Who was the target audience?

What did the ad imply? What was the message?

What was the slogan?

Back to Advertising Tricks-“Be the Ad Detective”-Get Started

Find the ad in each picture. What is one way that companies make their name known?

Does using a famous athlete make you want to buy the products?

What are some other products supported by athletes?

Back to Advertising Tricks-“Buying Smart” (at the top of the page) “What’s in the Shopping Bag?” Answer the question about each box cover.

Why did the boxed show more than what was inside?

Why is it important to read labels?

Back to “Buying Smart-the Cost of Cool”. Click on each outfit you think costs more. Does a higher price mean better quality?

Go to “Cover Model Secrets”

How long did it take her to get ready?

How many products were used on her?

How do ice cubes help models?

What are clothespins used for?

What 4 changes did the computer make on the model?

Go back to home-“Create a Pop Star” Read the information and make the decisions. You may want to do this several times.

How does marketing help make pop stars become famous?

Back to “Your Entertainment- TV vs. Life Quiz” Take the quiz. What are some ways TV does not portray life as it really is?

Back to “Your Entertainment- Are You Plugged In?” Take the quiz. Do you need to make some changes to your entertainment habits?