

Take a Closer Look at an Ad

This week, we learned all the different ways ads try to get you to buy stuff. Now it's time to put your knowledge to the test.

Watch a commercial (have an adult help you pick one out) and see if you can figure out the tricks it's using on you.



What's this an ad for? _____

Do you think this ad is trying to tell a story? If so, what is it? _____

What does this ad say about the kind of person who uses the product? _____

Is there a celebrity endorsement? If so, who do you think would like the celebrity in the ad?

Which of these tricks works best on you? Why? _____

For a bonus challenge, try repeating this activity with a totally different ad!