



Let's Play Advertising Detectives- at home!

If you want to carry on playing advertising detectives, why not play it as a family when watching adverts during the breaks of your favourite TV programmes? You can also look out for particular **products** in the programmes you watch!

Some questions you might ask each other...

Celebrities

- Are there celebrities in the advert?
- Do you think the celebrities get paid to be in the advert?
- Do you think they use the product normally, or are they just pretending because they get paid for it?
- Should we listen to them?

Emotions

- What kinds of emotions are shown in the adverts?
- How are advertisers trying to make us feel when we watch adverts?
- Are these adverts representing real life?
- Would these products really make you feel like this?

Sound effects and music

- Is there music or other sound effects used make the product seem more exciting?
- What sorts of colours are used?
- Does it look realistic? Have the makers used any tricks to make the advert look better (e.g. computer graphics, changing colours etc)

The Actors

- How do they look, and behave?
- Are they supposed to be happy and their lives great because of the product they are advertising?
- Do you think using the product or having the toy would make you happier, or more popular?
- Why might that be?

Toys

- Are the toys displayed with lots of others?
- Do the toys all come together or separately?
- Are they trying to make them look more exciting by putting them with other toys?