

Advert Detectives

FAMILY WORKSHEET



Everyday people try to sell us things – lots of things. One way is through adverts.

Together as a family, we can find out how adverts try to sell us things – let's play **Advert Detectives!**

We can ask lots of **questions** and look for the **clues** about how people are trying to persuade us to spend our money on their product.

We are going to look at some adverts for things that people want YOU to buy – toys and food.

Remember – there are no right and wrong answers – it's all about what **you** think!

But first, let's put our thinking caps on.....

Think of all the places you see and hear adverts.
Can you list some?

Do we need adverts?

What would happen if there were NO adverts?

What adverts do you like and why?

We are going to make a list of what 'clues' we can use in our detective work. **Can you think of three ways that adverts try and sell you things?**








1. _____
2. _____
3. _____

Now we are going to use our 'clues' on your best detective head and search for clues to find out how adverts work...

Look at the pictures of toy adverts from catalogues

-  Can you spot any of your three 'clues' of how they are trying to sell you something in these adverts?
-  How do these adverts get your attention?
-  What kind of colours are used in adverts? Dull or bright?
-  Are there clues you can spot to find out if they are aimed at adults or children?
-  Do these adverts make you want to buy the products? Why or why not?
-  Have you ever been let down by anything that looked great on an advert, but when you bought it you found it wasn't as good?

Look at the pictures of food packages from the shop

-  Can you see any of your 'clues' in these pictures?
-  Why do you think the companies make them look the way they do?
-  Would you rather buy food in plain packaging or packaging with pictures or cartoons?
-  Do you think that packets with pictures on them taste better than plain packets?
-  How do you think your families feel about all the pictures on food?