

DOLLARS & SENSE

**ELEMENTARY
School Module**

ACTIVITY BOOKLET

5



**SMART SHOPPING:
ADVERTISEMENTS**



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SMART SHOPPING: ADVERTISEMENTS

MATERIALS REQUIRED

Dollars and Sense Elementary School Module

Activity Booklet – Provide Activity Booklet 5 to each student.

AGENDA MAP

Time (Minutes)	Activity 5 – Smart Shopping: Advertisements	Page
15	1. Smart Shopping: Notes	3
45	2. Smart Shopping Directions	8
60	TOTAL TIME for Activity 5	



SMART SHOPPING: ADVERTISEMENTS

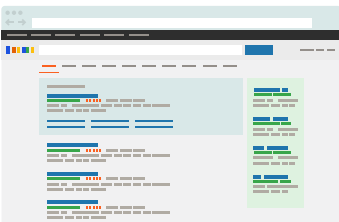
Companies all over the world work very hard to make us buy their product.

Let's explore some words we need to know about being SMART about ADVERTISEMENTS!



CONSUMER:

A consumer is a person who buys products – ALL of us are consumers!



ADVERTISEMENT:

An advertisement (also called an ad) is any commercial or announcement which tries to get you to act or think a certain way.



ADVERTISER:

An advertiser is any company or business which creates ads. They use many tricky tactics to get you to buy their product!



SMART SHOPPING: ADVERTISEMENTS

TRICKY TACTICS



PICTURES

In many ads – especially FOOD ADS – companies use artists to make the product look like a work of art. Ads use many pictures, which may or may not actually look like the product we will buy!



SLOGANS

Ads use many slogans (or sayings) to convince us we NEED their product. If it is a good slogan, it will get stuck in our head! Advertisers may also use BIG words such as “greatest” or “biggest” to make their product seem like it is the best.



PRICE

Advertisers may focus upon a certain price for their product, and then make us believe that this is an AMAZING price! For example, they may say something is free, but when you look closer you realize that you have to spend \$20.00 before you get this “free” gift. So, is it really free?



SMART SHOPPING: ADVERTISEMENTS

TRICKY TACTICS



LIFESTYLE

Often, ads try to sell us the lifestyle associated with that product, and how your whole life will change if you buy their product! For example, a lipstick ad maybe won't tell you about the lipstick – but might tell you that the lipstick will make you more popular, funnier, and smarter!



CELEBRITIES

Advertisers sometimes will hire celebrities to star in their ads. When a celebrity says they use a certain product, this is called “endorsement.” People often want to be just like their celebrities, so will buy the product simply because famous people use that product, too.



SMART SHOPPING: ADVERTISEMENTS

QUESTIONS TO ASK:

It is important when you see advertisements – whether they are on TV, the internet, in a newspaper, or elsewhere – that you always ask questions. Here are some examples of questions you should ask:

- 1. What is this ad truly SELLING?**
- 2. What is this ad trying to TELL me?**
- 3. Is my product going to look like the PICTURE?**
- 4. What TRICKY TECHNIQUES is this ad using?**



ACTIVITY 5 DIRECTIONS – SMART SHOPPING: ADVERTISEMENTS

TIME

(Minutes) ACTIVITY 5 DIRECTIONS

- | | |
|----|---|
| 5 | 1a. Work in groups of 4-6. |
| 15 | 2a. The Facilitator reviews the “Questions to Ask” page with students.
2b. Discuss your responses to the advertisements you have chosen. |
| 15 | 3. Complete the Tricky Tactics Worksheet. |
| 10 | 4. Present your answers to the class. |
| 45 | TOTAL Activity Time |



SMART SHOPPING: ADVERTISEMENTS WORKSHEET

Use the ads provided on the next page.

For each ad, put a check mark (✓) for each Tricky Tactics used (there may be more than one used per ad). Next, provide examples of the Tricky Tactics used

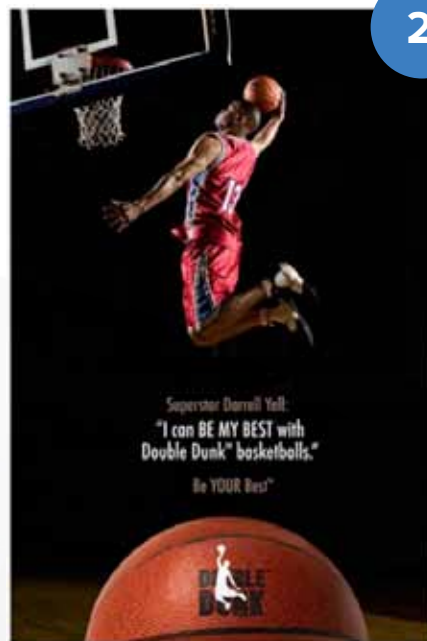
TRICKY TACTICS WORKSHEET

Ad	Pictures	Slogans	Price	Lifestyle	Celebrities	Provide Examples of the Tricky Tactics Used
1						
2						
3						



SMART SHOPPING ADVERTISEMENTS

USE THESE ADS TO COMPLETE THE WORKSHEET!





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