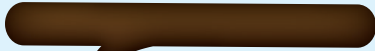


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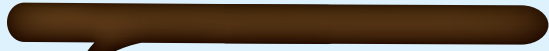
Look Inside For:



3 Bonus Activities



30 Family Handouts
(one for each student)



How to use these materials:

1. Distribute these Bonus Activities to your students:

- Bonus Activity 1: Assign as homework after Lesson 1
- Bonus Activity 2: Assign as homework after Lesson 2
- Ad Literacy Quiz: Use this closing activity with Lesson 4 to assess your students' ad literacy

2. Send home the Family Handouts to help encourage ad literacy at home!



Bonus Activity 1



Name: _____

What's in an Ad?

Look around your house to find an ad in a newspaper or magazine. Look at the ad, then answer the questions below. Attach your ad to this worksheet and bring it to class.

Questions

1. Where did you find the ad?

2. Who is responsible for the ad? (Hint: Look for a logo—a symbol used by companies to identify their products.)

3. What is the ad trying to get you to buy, do, or think?

4. Who is the ad meant for (the target audience)? What makes you think so?

5. What do you think about the ad? Does it make you want to buy the product? Why or why not?

Bonus Activity 2

Name: _____

What Is an Ad Saying?

Part 1: Find examples of ads for two different kinds of products. Label them Ad #1 and Ad #2. Check off the techniques used in each ad.

Technique	Ad #1	Ad #2
Association		
Call to action		
Claims		
Fear		
Games and activities		
Humor		
Hype		
Must-have		
Prizes, sweepstakes, and "free" gifts		
Repetition		
Sales and price		
Sense appeal		
Special or scientific ingredients		
Testimonials and endorsements		

PART 2: Look at the techniques used in both ads. On a separate sheet of paper, write a short paragraph about each ad and its techniques. Use the following questions to help guide your essay:

- What is the ad for and what techniques does it use?
- Why does the ad use these techniques?
- Based on the techniques used, what does each ad want you to think about the product? Is the ad successful?
- If you created the ad using different techniques, which techniques would you use? Why?

When you finish, attach your essay and the two ads to this worksheet to bring into class.

Ad Literacy Quiz



Name: _____

“Ad” Up Your Score! | Test your ad-ucation. Complete the quiz below!

- Advertising is _____.
 - a program used to search the Internet
 - a tool used to get you to do, buy, or think something
 - a tool used to fix computers
 - a reference book that contains definitions of words
- Which of the following is NOT an advertising technique?
 - humor
 - hype
 - sidewalks
 - endorsements
- If you check out your favorite bands online, what kinds of online ads are you more likely to see?
 - music ads
 - car ads
 - online game ads
 - shoe ads
- Where would be a good place to put an ad targeted to children?
 - the nightly news
 - a cartoon show
 - a medical show
 - a weather station
- Advertisers learn about their target audiences by _____.
 - asking them what they like
 - doing research about them
 - looking at the products they already use
 - all of the above
- If an ad says that a certain computer makes work easier, that is the computer company's _____.
 - call to action
 - logo
 - point of view
 - sense appeal
- Which of the following is an example of a call to action?
 - “Buy now!”
 - “Made from 100% recycled products!”
 - “Our food tastes good!”
 - “Now in yellow!”
- Why is advertising important to free TV shows, radio stations, and websites?

- Why would a company use advertising?

- Is it important to educate people about advertising? Why or why not?





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Dear Family,

Every day your child is exposed to advertising—not just on TV and online, but on buses, buildings, and even inside classrooms! Many ads target kids ages 8 to 12. Given what kids see and hear around them, it's important for them to know how to decode and understand ads.

The Federal Trade Commission (FTC) is introducing a new set of lesson plans and educational resources to raise kids' advertising literacy. These lesson plans are based on the FTC's website Admongo.gov, which features games and activities to help kids understand advertising from the inside out.

Through Admongo.gov and these lesson plans, the FTC, the nation's consumer protection agency, will help kids answer three critical questions about advertising:

- Who's responsible for the ad?
- What is the ad actually saying?
- What does the ad want you to buy, do, or think?

By applying the information they learn in this program, kids will be able to recognize and understand ads...and make smarter decisions as consumers! We hope you find these activities fun and useful—and be sure to check out Admongo.gov!

Sincerely,

The Federal Trade Commission



Super Ad-tastic Scavenger Hunt

Ads are everywhere! Sometimes they're in surprising places—even packaging, T-shirts, and logos can be ads. Search your house to see how many different types of ads you can find. Try to find at least two ads in each room. Don't forget to write down what the ad was for and where you found it in the house.

KITCHEN

Hint: Look on your refrigerator or inside your cabinets.

1. What is the ad for? _____

Where did you find it? _____

2. What is the ad for? _____

Where did you find it? _____

LIVING ROOM/DEN

Hint: Take a look in magazines, newspapers, and on TV.

1. What is the ad for? _____

Where did you find it? _____

2. What is the ad for? _____

Where did you find it? _____

BEDROOM

Hint: Take a close look at posters on your wall or clothes (and shoes) in your closet.

1. What is the ad for? _____

Where did you find it? _____

2. What is the ad for? _____

Where did you find it? _____

Family Activity 2

Track Your Ads

Advertisers place ads on TV shows they think their target audience is watching. Do they choose correctly? Choose a favorite family TV show to watch with your child. Write down two ads that appear during the show. After each of you has finished your part of the chart, compare notes. You might be surprised by what you see!

Family Members

Name: _____ Name: _____
Age: _____ Age: _____
Gender: _____ Gender: _____

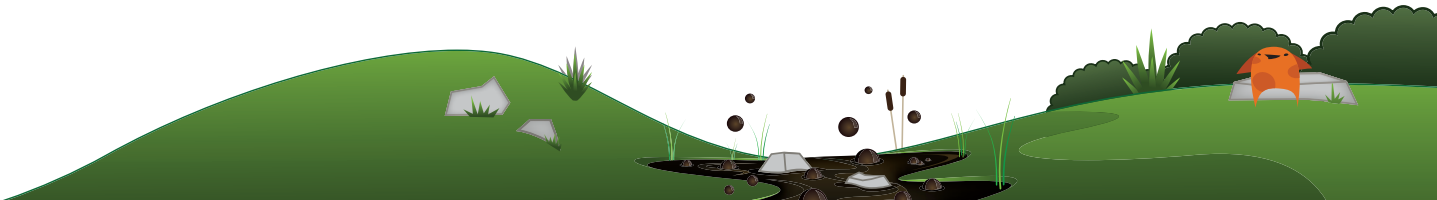
TV Show: _____

Ad #1

	Family Member #1	Family Member #2
Product or service:		
Who is the ad targeted to?		
Would you buy the product or service?		

Ad #2

	Family Member #1	Family Member #2
Product or service:		
Who is the ad targeted to?		
Would you buy the product or service?		





Promote Your School!

Advertising can be used for more than selling products. It also can be used to raise awareness and promote events. Use your new understanding of advertising to create an ad promoting an event, cause, or place at your school. Whether it's about a bake sale or a sporting event, your school's great playground or cafeteria, your ad can let people know about it. Use this sheet to plan your ad.

Get Started: Choose your school event, cause, or place.

Our family chose: _____

We chose this because: _____

Audience: Who is your advertisement for?

Our audience is: _____

Our audience likes: _____

Our audience dislikes: _____

Type of Ad: What kind of ad will you create?

- Poster
- Internet ad
- Flyer
- Viral video
- Other: _____

Placement: Where will you place your ad?

We will place our ad: _____

This is the best place to reach our audience because: _____

 Brainstorm space—draw or write your ideas for the ad here.

