

Advertising Tricks

Advertisements have one purpose: Tempt You To Buy

Strategies and Tricks Advertisers use include:

Tempting pictures, catchy phrases, appealing labels, gimmicks and or specials.

Find ads and indicate how the advertiser is tempting you to buy their product.

“Remember, when you see ads, it's important to think carefully and not just buy something because of the tricks they use.”

What is the name of the product?

How does the label or the advertiser tempt or trick you to buy?

What type of product is it and what age group would want it?

**How does the label or the advertiser tempt or trick you to buy? Bright colors?
Cool characters?**

What is the name of the product? Is it catchy? Could it be better?

Is it appealing to you? Why or why not?

Are there special offers?