

Name _____

Date _____

Life Skills – Advertising Tricks – Learning About Food Advertisements

Reading/Discussion:

You are watching your favorite TV program when the commercials come on. Suddenly, there on the screen is a scrumptious ice-cream cone, covered with chocolate sauce and nuts. Who feels like having an ice cream?



Many TV commercials are made especially for children. They advertise food that you enjoy and they run the advertisements during children's programs. However, **images** or pictures are not the only way advertisers catch your attention. What else do they use to make you want to buy their product?

One of the **techniques** or methods they use is creating fun, catchy **jingles**, which are easy to remember and to sing along with. Can you think of any jingles used on TV to advertise food?

Another technique is to create a character, which you will **associate**, or connect with the food they are advertising. This character is called a **spokes-character** because it 'speaks' for the advertiser. The spokes-characters are usually cute or funny so that you will like them. Can you think of any spokes-characters advertising food? They can be real people, like famous film stars or sports people, or they can be cartoon characters. Bright colors and lots of **animation** also help to make you interested in the advertisers' **products**.

Even when the advertisements are really fun, it's important to remember that the advertisers want you to buy their products because that is how they make their money. You have to decide whether what they advertise is a good, healthy food choice.

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Life Skills – Advertising Tricks – Learning About Food Advertisements Questions

A: Create your own product

This is an activity to do in pairs or groups. Decide on a food product you really like then make up a name for the product. Write down all the things about the product that you think would make other children want to buy it.

B: Create a spokes-character

Decide on a spokes-character for your product and give it a name. Remember the spokes-character should be quite cute or funny, or both! Everyone in your group can draw the spokes-character and then choose the one you want to associate with the product.

C: Create a jingle

Nearly there! Now you need to make up a jingle about your product. It should be short and catchy.

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Life Skills – Advertising Tricks – Learning About Food Advertisements Answers

Activities A, B and C

There is no right or wrong way to complete any of the activities but the children should demonstrate an awareness of the techniques discussed in the reading.