

How adverts make us spend

Spot the tricks. Then you decide, not the advert.

Answers and teaching notes

For the teacher

- **Aim:** Pupils recognise common advertising tricks (time limits, “only 3 left”, £9.99 prices, famous faces, multi-buys), tell fact from opinion and practise pausing before they buy.
- **Curriculum links:** Financial Education Planning Framework, ages 9 to 11: becoming a critical consumer (how advertising and other people influence our spending). PSHE: economic wellbeing and media literacy. Citizenship: being a critical consumer. English: fact and opinion. Maths: subtracting money.
- **Watch first:** the Penny Explains video “How adverts make you spend” at pennyexplains.com.
- **Starter:** Ask pupils to say or hum an advert slogan or jingle they remember. Why do they remember it? Who wanted them to?
- **Support:** Do activity 3 together. Read the advert aloud in a salesperson voice and clap at each trick.
- **Stretch:** With a grown-up at home, pupils collect three real adverts and label the tricks. Which trick is used the most?
- **Total:** 36 points. Suggested answers are shown in red; accept any answer that is well reasoned.

I can...

- [ ] I can name some tricks that adverts use.
- [ ] I can tell a fact from an opinion in an advert.
- [ ] I can stop and think before an advert makes me spend.

Key words

Advert: a message made to make you want to buy something.

Fact: something true that you can check.

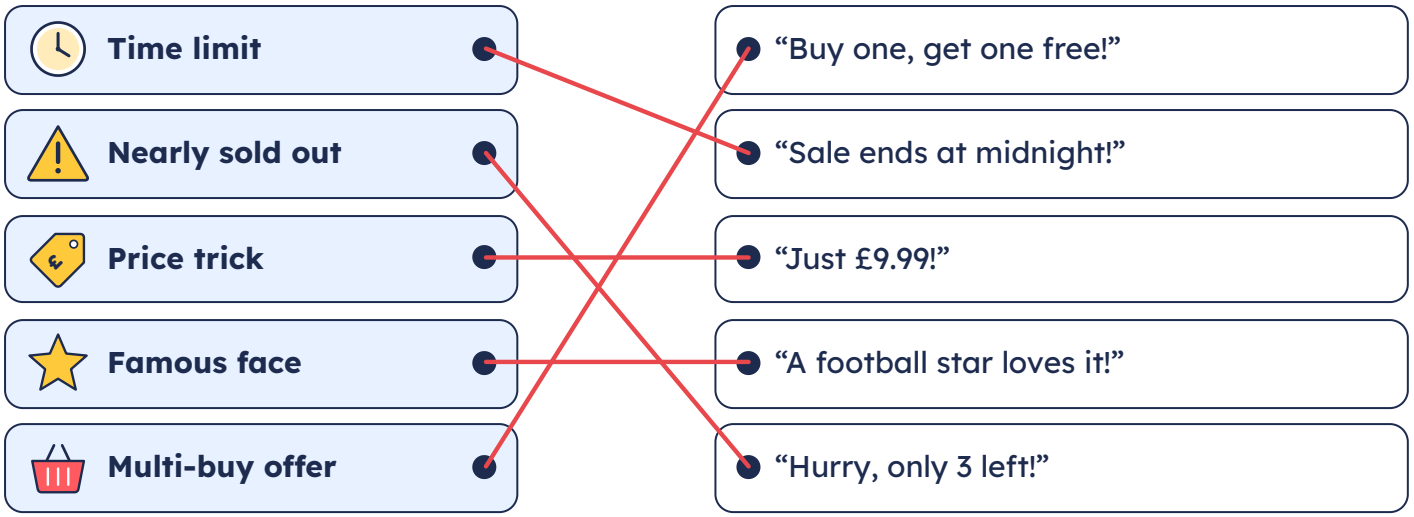
Opinion: what someone thinks or feels. Other people may not agree.

Offer: a special deal, like buy one get one free.

1 Match the trick to the advert

5 points

Draw a line from each trick to the advert that uses it.



2 Quick quiz

3 points

Circle one letter for each question.

a) What is the main job of an advert?

- **A** To make you want to buy something
- B To tell you every fact about a product
- C To help you save your money
- D To teach you maths

b) How much less than £10 is £9.99?

- A £1
- B 99p
- C 10p
- **D** 1p

c) A famous singer says she loves Fizzo drink in an advert. What should you remember?

- A It must be the best drink
- **B** She was probably paid to say it
- C She drinks it every day
- D All her fans have to buy it

3 Spot the tricks

4 points

This advert popped up on Leo's tablet. Read it like a detective.



Penny says: Ask yourself one question: did I want this before I saw the advert?

ADVERT

MEGA SALE! Zoomy Trainers, now only **£39.99**!

Football star Rio Blaze says: "The best trainers ever!"

Hurry! Sale ends in **10 minutes**. Only **3 pairs** left!

Buy now and get a **free** keyring.

Write 4 tricks this advert uses to make people spend.

1. A time limit ("ends in 10 minutes") to rush you.
2. "Only 3 pairs left" makes you worry you will miss out.
3. £39.99 looks much less than £40. It is only 1p less.
4. A famous person, probably paid, says they are the best. (Also accept the free gift.)

4 Fact or opinion?

8 points

These all come from the Zoomy Trainers advert. Write each one in the right box.

They are the coolest trainers ever! | You will feel amazing in them. | Everyone will love them. | They are made in sizes 1 to 8. | They come in three colours. | They cost £39.99. | Nothing looks better. | A keyring comes in the box.

Fact (you can check it)	Opinion (what someone thinks)
They cost £39.99.	They are the coolest trainers ever!
They come in three colours.	Everyone will love them.
A keyring comes in the box.	You will feel amazing in them.
They are made in sizes 1 to 8.	Nothing looks better.

5 What would you do?

4 points

Read the story, then answer the questions.



Leo has saved **£20** for a new football. Then an advert pops up: "New game! Only **£14.99**! Sale ends tonight!" Suddenly, Leo really wants the game.

a) If Leo buys the game, how much will he have left? Can he still buy the £20 football? 2 marks

> £20.00 – £14.99 = £5.01 left. No: the football costs £20, so he would have to start saving again.

b) What would you do if you were Leo? Why? 2 marks

> Pupil's own answer with a reason. Look for: asking "Did I want this before I saw the advert?", waiting a day, and remembering what he was saving for.

6 Design a fair advert

3 points

Make up a product and design an advert for it. Keep it fair: give two facts people can check, show the full price and use no hurry-up tricks.

> Look for: a product name, at least two facts that can be checked (price, size, what is in the box), a clear full price, and no pressure tricks or unfair claims.

7 Advert maths

4 points

Show your working in the box.

a) Three comics cost £4.99 each. What is the total?

Working

3 × £5 = £15

£15 – 3p = £14.97

Answer: £14.97

b) A sign says: "Was £25, now £19.99". How much is the saving?

Working

£25.00 – £19.99 = £5.01

Answer: £5.01

8 Unscramble the advert words

5 points

The letters are mixed up. Use the clue to work out each word.

T R V A E D	A message made to make you want to buy	A D V E R T
O E R F F	A special deal	O F F E R
I R P C E	How much something costs	P R I C E
C F A T	Something true that you can check	F A C T
O I N P O I N	What someone thinks or feels	O P I N I O N

9 Before you go

One thing I learned today

_____

_____

One question I still have

_____

_____

How sure do I feel?

Not yet · Getting there · Got it



Take it home

Watch or read three adverts with a grown-up. For each one, name the **trick** it uses. Which advert was the fairest?

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