Penny Explains

Key Stage 2 · Years 5 and 6 | Money basics | About 30 minutes

How adverts make us spend

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

Name _____ Class _____ Date _____ Score: / 36

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.

Time limit	"Buy one, get one free!"
Nearly sold out	"Sale ends at midnight!"
Price trick	"Just £9.99!"
Famous face	"A football star loves it!"
Multi-buy offer	"Hurry, only 3 left!"

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. _____
2. _____
3. _____
4. _____

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)

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

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

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.

7 Advert maths

4 points

Show your working in the box.

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

Working

Answer: _____

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

Working

Answer: _____

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	☐☐☐☐☐☐
O E R F F	A special deal	☐☐☐☐☐
I R P C E	How much something costs	☐☐☐☐☐
C F A T	Something true that you can check	☐☐☐☐
O I N P O I N	What someone thinks or feels	☐☐☐☐☐☐☐

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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