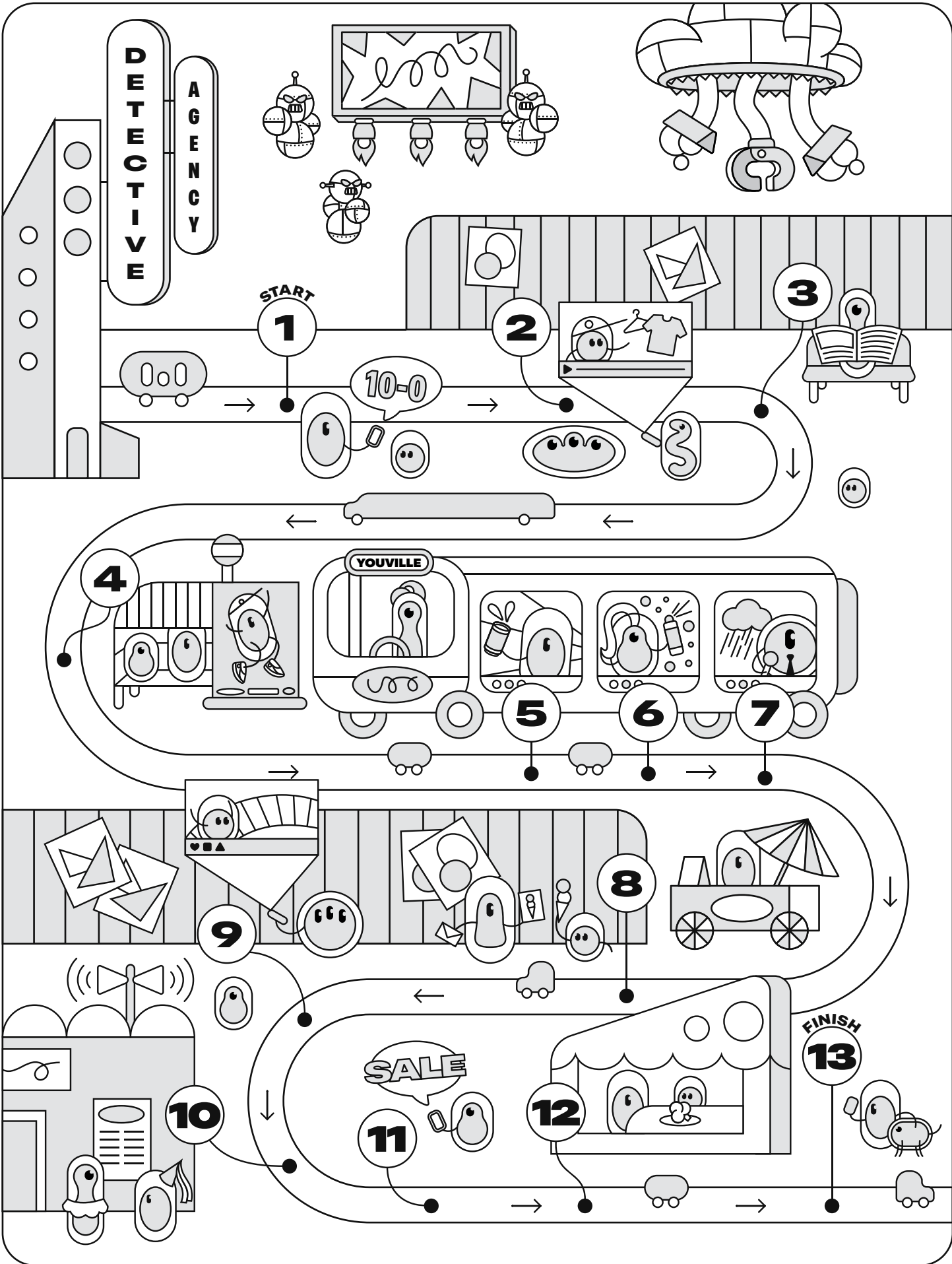


Sniff Out the Ads

Help the Youville Detective Agency find the ads. The Claud plasters the town with messages — in games, texts, and on social media sites.

At each numbered stop, read the message that matches the stop number. Then, ask the questions below. Decide whether the message is an ad or isn't an ad and mark the box with your answer. Move to the next stop and repeat.

- **WHO** is responsible for this message?
- **WHAT** is this message actually saying?
- **WHAT** does this message want me to do?



Name _____

Date _____

Sniff Out the Ads

MESSAGE

AD

NOT
AN AD

1

A video on a parent's social media feed that shows the highlights and final score of the most recent Youville Youbies soccer game.

2

A pop-up in a gamer's video promoting her own brand of hats and hoodies.

3

An article on the benefits of breakfast cereal, appearing on a website for the breakfast cereal company.

4

A poster on a bus showing a Youville Youbie soccer player wearing her uniform and cleats. The poster says, "You're number one!" and has the logo of the cleats.

5

A character in a video game drinking a carbonated beverage and saying, "Yum! Love this YoubieSoda."

6

Your favorite actor talking on video about how much he likes cleaning with YoubieClean.

Sniff Out the Ads

	MESSAGE	AD	NOT AN AD
7	A meteorologist on the news telling you to wear a raincoat the next day because it's going to rain.		
8	A mailed invitation to the opening of a new Youville ice cream parlor.		
9	A social media post featuring a young Youbie influencer on vacation at a theme park with hashtag #advertising in the description.		
10	A morning announcement that the school's dance team will hold auditions after school.		
11	A "summer is coming" text from Youville Outdoors Outfitters offering 10% off online purchases of new shorts, bathing suits, and tank tops, with a link.		
12	A Youbie parent telling their kid that broccoli is loaded with vitamins and asking them to please eat some.		
13	A social media post that says, "Today is National Hug Your Dog Day."		

Name _____

Date _____

Thinking Outside the UNBox

Think of a time when you saw an ad but didn't realize it was an ad at the time — it could have been an unboxing video, an ad in a game, or something else. Decide on one example. Then, answer the questions below.

1 Where did you see the ad?

2 What was the ad for?

3 Why didn't you realize it was an ad at first?

4 Could you have used the three questions to figure it out?

5 Who was responsible for the ad?

6 What was the ad actually saying?

7 What was the ad asking you to do?

