

Name _____

Date _____

Sniff Out the Ads - KEY

Answers may vary.

	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.	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Discussion and answer:

- **WHO** is responsible for this message? *Probably the parent is responsible for the video.*
- **WHAT** is this message actually saying? *The video shows the highlights and final score of a soccer game.*
- **WHAT** does this message want me to do? *This video wants to show me how the Youville Youbies played their soccer game.*

2	A pop-up in a gamer's video promoting her own brand of hats and hoodies.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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Discussion and answer:

- **WHO** is responsible for this message? *Probably the gamer is responsible for the pop-up.*
- **WHAT** is this message actually saying? *The pop-up is selling the gamer's brand of hats and hoodies.*
- **WHAT** does this message want me to do? *The pop-up wants me to buy the gamer's brand of hats and hoodies.*

3	An article on the benefits of breakfast cereal, appearing on a website for the breakfast cereal company.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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Discussion and answer:

- **WHO** is responsible for this message? *I'm not sure who's responsible for the article, but since it's on the breakfast cereal's website, it may be the breakfast cereal company.*

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MESSAGE

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- **WHAT** is this message actually saying? *The article is talking about the benefits of the breakfast cereal.*
 - **WHAT** does this message want me to do? *The article wants me to know how good the breakfast cereal is and maybe buy the breakfast cereal.*
-

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.



Discussion and answer:

- **WHO** is responsible for this message? *The cleats company is responsible for the poster.*
 - **WHAT** is this message actually saying? *The poster is saying that winning soccer players use the cleats.*
 - **WHAT** does this message want me to do? *The poster wants me to buy the cleats.*
-

5

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



Discussion and answer:

- **WHO** is responsible for this message? *The YoubieSoda company is responsible for the message.*
- **WHAT** is this message actually saying? *The message is saying characters in that game love to drink YoubieSoda so you should, too.*
- **WHAT** does this message want me to do? *The message wants me to drink Youbie Soda.*

Sniff Out the Ads - KEY

MESSAGE

AD

NOT
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6

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



Discussion and answer:

- **WHO** is responsible for this message? *The YoubieClean company is responsible for the message.*
- **WHAT** is this message actually saying? *The message is saying that your favorite actor uses YoubieClean so you should, too.*
- **WHAT** does this message want me to do? *The message wants me to use YoubieClean.*

7

A meteorologist on the news telling you to wear a raincoat the next day because it's going to rain.



Discussion and answer:

- **WHO** is responsible for this message? *The meteorologist is responsible for the message.*
- **WHAT** is this message actually saying? *The message is telling me it's going to rain the next day.*
- **WHAT** does this message want me to do? *The message wants me to wear a raincoat the next day and be prepared for rain.*

8

A mailed invitation to the opening of a new Youville ice cream parlor.



Discussion and answer:

- **WHO** is responsible for this message? *The Youville ice cream parlor is responsible for the message.*
- **WHAT** is this message actually saying? *The message is telling me that a new ice cream parlor is opening.*

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MESSAGE

AD

NOT
AN AD

- **WHAT** does this message want me to do? *The message wants me to go to the opening of the new Youville ice cream parlor.*
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9

A social media post featuring a young Youbie influencer on vacation at a theme park with hashtag #advertising in the description.



Discussion and answer:

- **WHO** is responsible for this message? *The Youbie influencer and the theme park are responsible for the message.*
 - **WHAT** is this message actually saying? *The message is saying how great the theme park is.*
 - **WHAT** does this message want me to do? *The message wants me to go to the theme park.*
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10

A morning announcement that the school's dance team will hold auditions after school.



Discussion and answer:

- **WHO** is responsible for this message? *The school is responsible for the message.*
- **WHAT** is this message actually saying? *The message is saying that the school's dance team will hold auditions after school.*
- **WHAT** does this message want me to do? *The message wants me to go to the auditions if I want to try out for the school's dance team.*

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	MESSAGE	AD	NOT AN AD
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.	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Discussion and answer:

- **WHO** is responsible for this message? *Youville Outdoors Outfitters is responsible for the text.*
- **WHAT** is this message actually saying? *The text is saying that I can get a discount if I buy their clothes online.*
- **WHAT** does this message want me to do? *The message wants me to buy clothes for the summer from their online store.*

12	A Youbie parent telling their kid that broccoli is loaded with vitamins and asking them to please eat some.	<input type="checkbox"/>	<input checked="" type="checkbox"/>
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Discussion and answer:

- **WHO** is responsible for this message? *A Youbie parent is responsible for the message.*
- **WHAT** is this message actually saying? *The parent is saying how healthy broccoli is.*
- **WHAT** does this message want me to do? *The parent wants the kid to eat the broccoli.*

13	A social media post that says, “Today is National Hug Your Dog Day.”	<input type="checkbox"/>	<input checked="" type="checkbox"/>
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Discussion and answer:

- **WHO** is responsible for this message? *Whoever posted the social media post is responsible for the message.*
- **WHAT** is this message actually saying? *The message is saying that today is National Hug Your Dog Day.*
- **WHAT** does this message want me to do? *The message wants me to hug my dog.*