

Ad Detective

The Youville Detective Agency has a bunch of new cases. The Claud is plastering the town with ads — in games, videos, texts, direct messages, and social media sites. Help the Youville detectives find clues to determine which advertising techniques each ad uses.

With your group, walk through each numbered case. Identify which advertising techniques are being used and how you know.

- **Association and Hype**

- » Advertisers make it seem like everyone uses their product, so you should too, or you'll miss out.

- **Testimonials and Endorsements**

- » Someone — often a celebrity, influencer, athlete, or someone respected by the target audience — says they use, endorse, or promote a product or service. They suggest that if they use it, you should use it too.

- **Emotional and Sense Appeal**

- » Advertisers tap into your feelings — like happiness, sadness, fear, excitement, or hunger — to get you to respond to the ad, and influence your decisions about a product or service.

- **Urgency**

- » Statements that are designed to get an immediate response or encourage an immediate action.

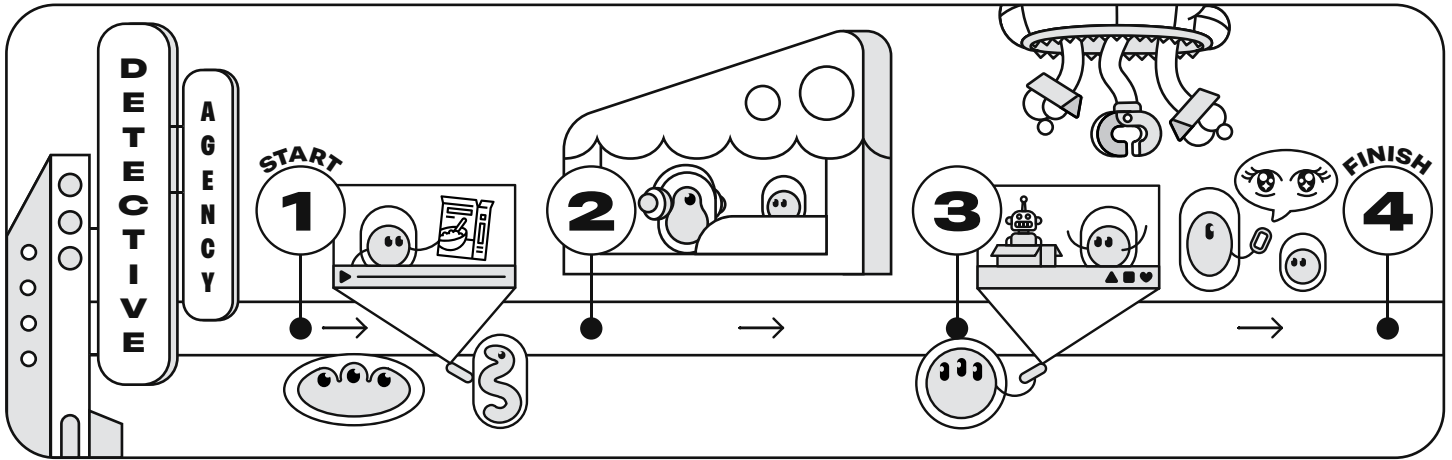
- **Repetition**

- » An idea or message that's repeated over and over so you're more likely to remember it.

Name _____

Date _____

Ad Detective



1 Which advertising technique is being used? _____
How do you know? _____

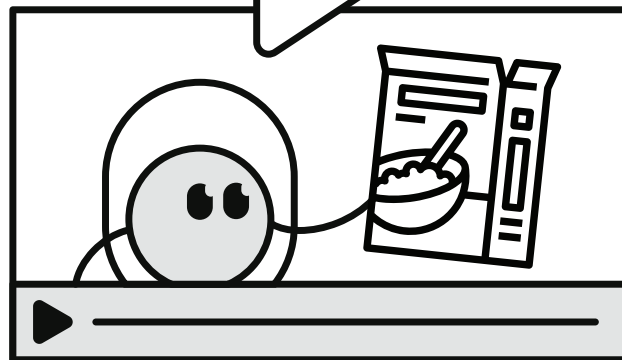
2 Which advertising technique is being used? _____
How do you know? _____

3 Which advertising technique is being used? _____
How do you know? _____

4 Which advertising technique is being used? _____
How do you know? _____

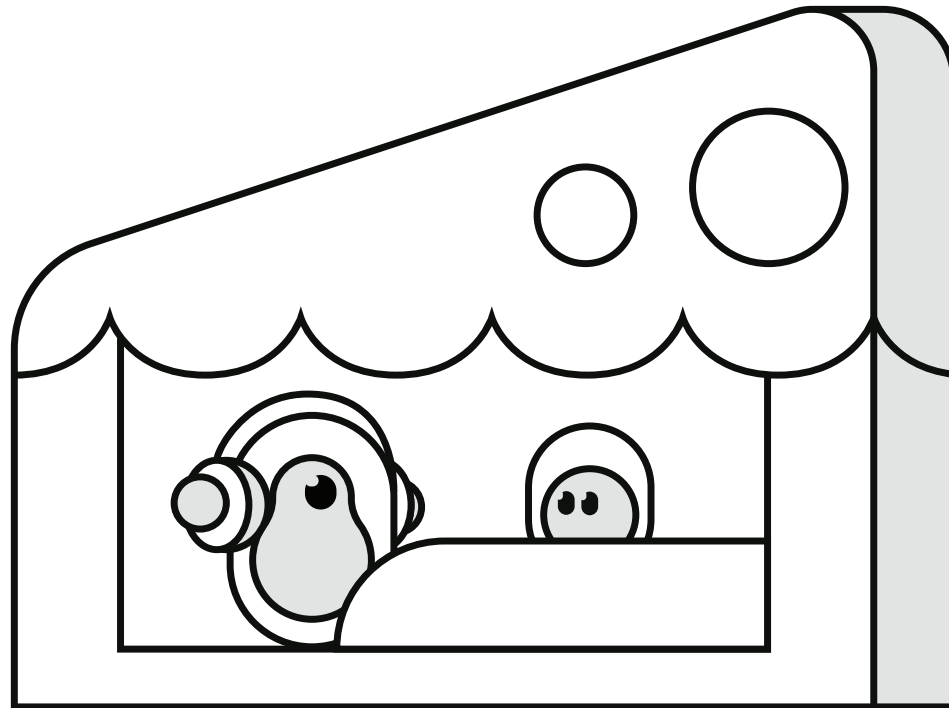
1

I don't have a lot of time in the mornings and I have a lot to do to get ready for school. The Eat Quick Bowl lets me pack up my favorite cereal on the go so I don't miss out on the most important meal of the day. Now I can just grab and go. Even my friends use it! Use the code below to get a discount in the next 24 hours.



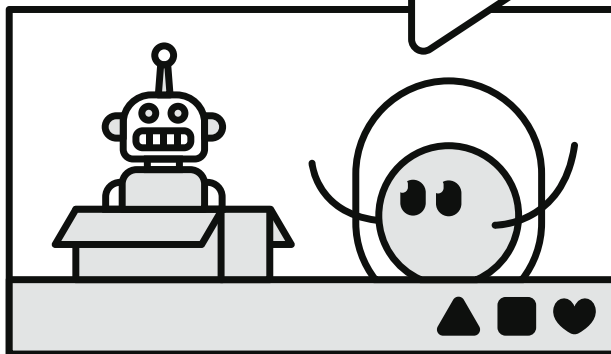
2

While having lunch with friends, a Youbie looks up at the TV in the restaurant and notices an ad for Big Base pods, a new kind of headphones. Their friend Jordan just bought a pair. The ad reads: “Don’t get left behind. Buy yours today!”



3

Have you all seen this new GabZook Robot yet? It's not like those robot toys from when you were little. As soon as I took mine out of the box and fired it up, it started asking me questions about my day and my favorite things... it's like... getting to know me. It's like I'm becoming friends... with one of my toys!



4

A reality show sensation can't say enough about the YoubieStar art app, as they make a new manga-style drawing on their tablet in their show. They say, "It has everything an artist needs to create epic masterpieces. I love it! Be a star and let your creativity shine. Click on the discount code today and download the YoubieStar art app!"

