

YOUVILLE

UNDERSTANDING ADVERTISING | 11-12 YEARS OLD

Understanding Advertising Techniques



**FEDERAL TRADE
COMMISSION**

YOUVILLE



SOCIAL MEDIA
SKATEPARK

DETECTIVE
AGENCY

JUMBOFAN

POST
OFFICE

BOTANICAL
GARDEN

STREET FAIR

SECONDHAND
THRIFT SHOPPE

AQUARIUM

CAMP
GROUND

BASEBALL
FIELD

PRIVACY PARK

WARM-UP

Ad It Up

Can you think of an ad you remember seeing recently?

What makes an advertisement stick in your mind?



Understanding Advertisements

- 1** Where are some of the places you see ads?
- 2** How can you tell if something you're seeing is an ad? And why is that important?
- 3** Have you ever considered why some ads stand out to you more than others?

Advertising Techniques

Advertisers use different techniques to capture your attention, make an ad memorable, or persuade you to do something. Some of these techniques include:



Association
and hype



Testimonials and
endorsements



Emotional and
sense appeal



Urgency



Repetition

Identify the Advertising Technique

“GoZoom Sneakers, the fastest shoes on block! GoZoom, Zoom, Zoom! Race with GoZoom Sneakers. Because everyone needs a GoZoom, Zoom, Zoom in their life!”

**ASSOCIATION
AND HYPE**

**TESTIMONIALS AND
ENDORSEMENTS**

**EMOTIONAL AND
SENSE APPEAL**

URGENCY

REPETITION

Identify the Advertising Technique

“GoZoom Sneakers, the fastest shoes on block! GoZoom, Zoom, Zoom! Race with GoZoom Sneakers. Because everyone needs a GoZoom, Zoom, Zoom in their life!”

ASSOCIATION
AND HYPE

TESTIMONIALS AND
ENDORSEMENTS

EMOTIONAL AND
SENSE APPEAL

URGENCY

REPETITION

Identify the Advertising Technique

“Do you wanna be awesome? Everyone at Youville Upper Elementary is playing with the MerriBoard game! Don't miss out on fun! Join your friends and get own game today!”

**ASSOCIATION
AND HYPE**

**TESTIMONIALS AND
ENDORSEMENTS**

**EMOTIONAL AND
SENSE APPEAL**

URGENCY

REPETITION

Identify the Advertising Technique

“Do you wanna be awesome? Everyone at Youville Upper Elementary is playing with the MerriBoard game! Don't miss out on fun! Join your friends and get own game today!”

**ASSOCIATION
AND HYPE**

**TESTIMONIALS AND
ENDORSEMENTS**

**EMOTIONAL AND
SENSE APPEAL**

URGENCY

REPETITION

Identify the Advertising Technique

Jacque, the top student at Youville Elementary School can't say enough about their new learning gadget, YoubiePad Educational Tablet, "With YoubiePad, I have fun while things. It's my study partner!" Be like Jacque! Start your adventure with Tablet today!

**ASSOCIATION
AND HYPE**

**TESTIMONIALS AND
ENDORSEMENTS**

**EMOTIONAL AND
SENSE APPEAL**

URGENCY

REPETITION

Identify the Advertising Technique

Jacque, the top student at Youville Elementary School can't say enough about their new learning gadget, YoubiePad Educational Tablet, "With YoubiePad, I have fun while things. It's my study partner!" Be a like Jacque! Start your adventure with Tablet today!

**ASSOCIATION
AND HYPE**

**TESTIMONIALS AND
ENDORSEMENTS**

**EMOTIONAL AND
SENSE APPEAL**

URGENCY

REPETITION

Identify the Advertising Technique

“All new CrunchoCheese Mini Pizzas. The crust, sauce, and toppings are all made with cheesy goodness for an extra filling, delightful, snack experience. Fuel up after school fun Pizzas.”

**ASSOCIATION
AND HYPE**

**TESTIMONIALS AND
ENDORSEMENTS**

**EMOTIONAL AND
SENSE APPEAL**

URGENCY

REPETITION

Identify the Advertising Technique

“All new CrunchoCheese Mini Pizzas. The crust, sauce, and toppings are all made with cheesy goodness for an extra filling, delightful, snack experience. Fuel up after school fun Pizzas.”

**ASSOCIATION
AND HYPE**

**TESTIMONIALS AND
ENDORSEMENTS**

**EMOTIONAL AND
SENSE APPEAL**

URGENCY

REPETITION

Identify the Advertising Technique

“ Embark on an epic journey in the latest adventure — Youbie Monstery! Battle monsters, solve riddles, and save mysterious world. Can't wait to play? Hit Download Now start your quest immediately. You have 24 hours before this offer disappears! Are you ready for adventure? ”

**ASSOCIATION
AND HYPE**

**TESTIMONIALS AND
ENDORSEMENTS**

**EMOTIONAL AND
SENSE APPEAL**

URGENCY

REPETITION

Identify the Advertising Technique

“ Embark on an epic journey in the latest adventure — Youbie Monstery! Battle monsters, solve riddles, and save mysterious world. Can't wait to play? Hit Download Now start your quest immediately. You have 24 hours before this offer disappears! Are you ready for adventure? ”

ASSOCIATION
AND HYPE

TESTIMONIALS AND
ENDORSEMENTS

EMOTIONAL AND
SENSE APPEAL

URGENCY

REPETITION

MINI LESSON

Hidden Ads

Some ads might not look like ads at first



Unboxing
videos



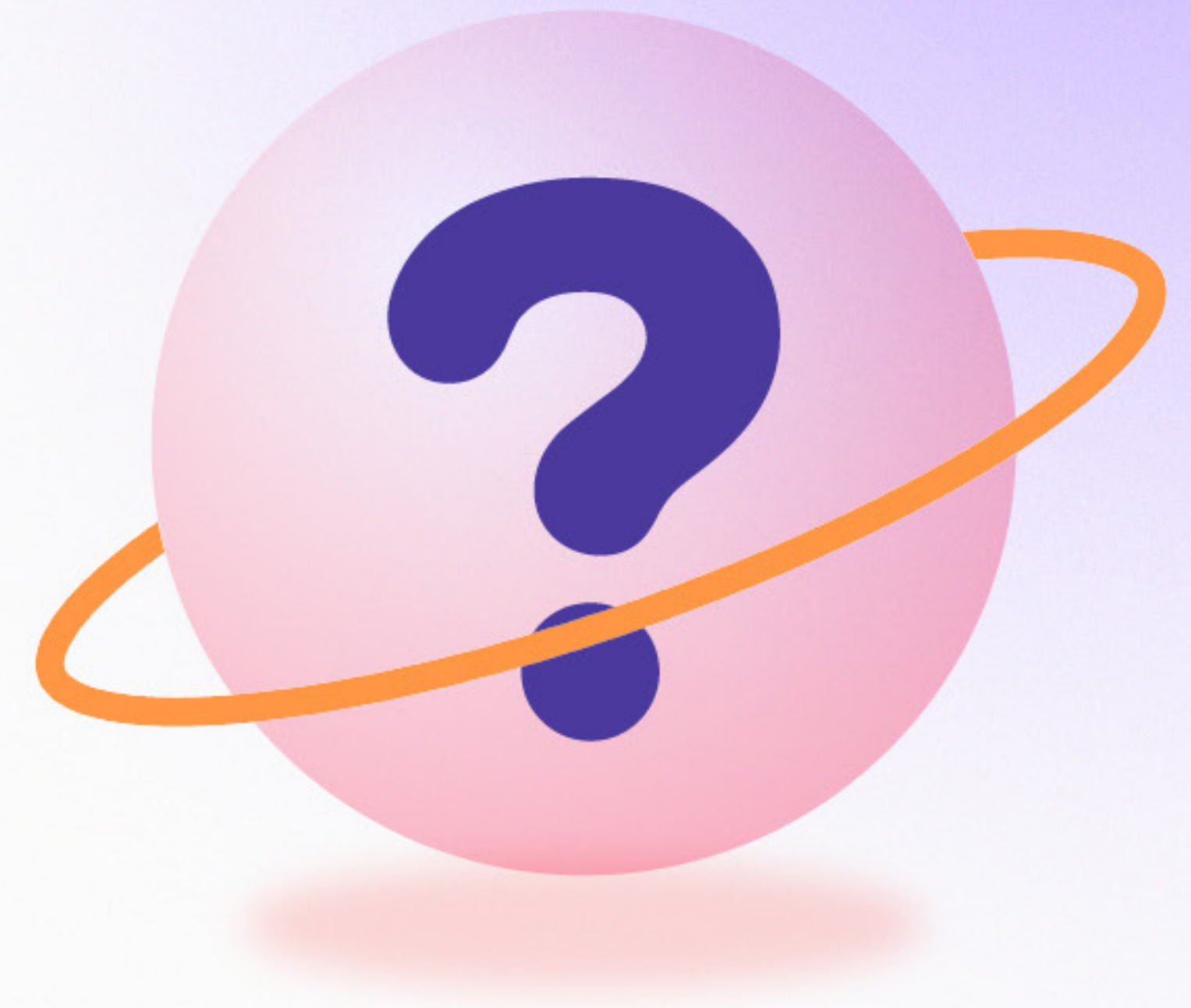
Use of
influencers



Ads in
video games

Questions You Can Ask To Help Spot Ads

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



CHALLENGE ACTIVITY

Ad Detective



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 on social media sites.

Help the Youville detectives find clues to determine which advertising techniques each ad uses.



Ad Detective

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.

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.

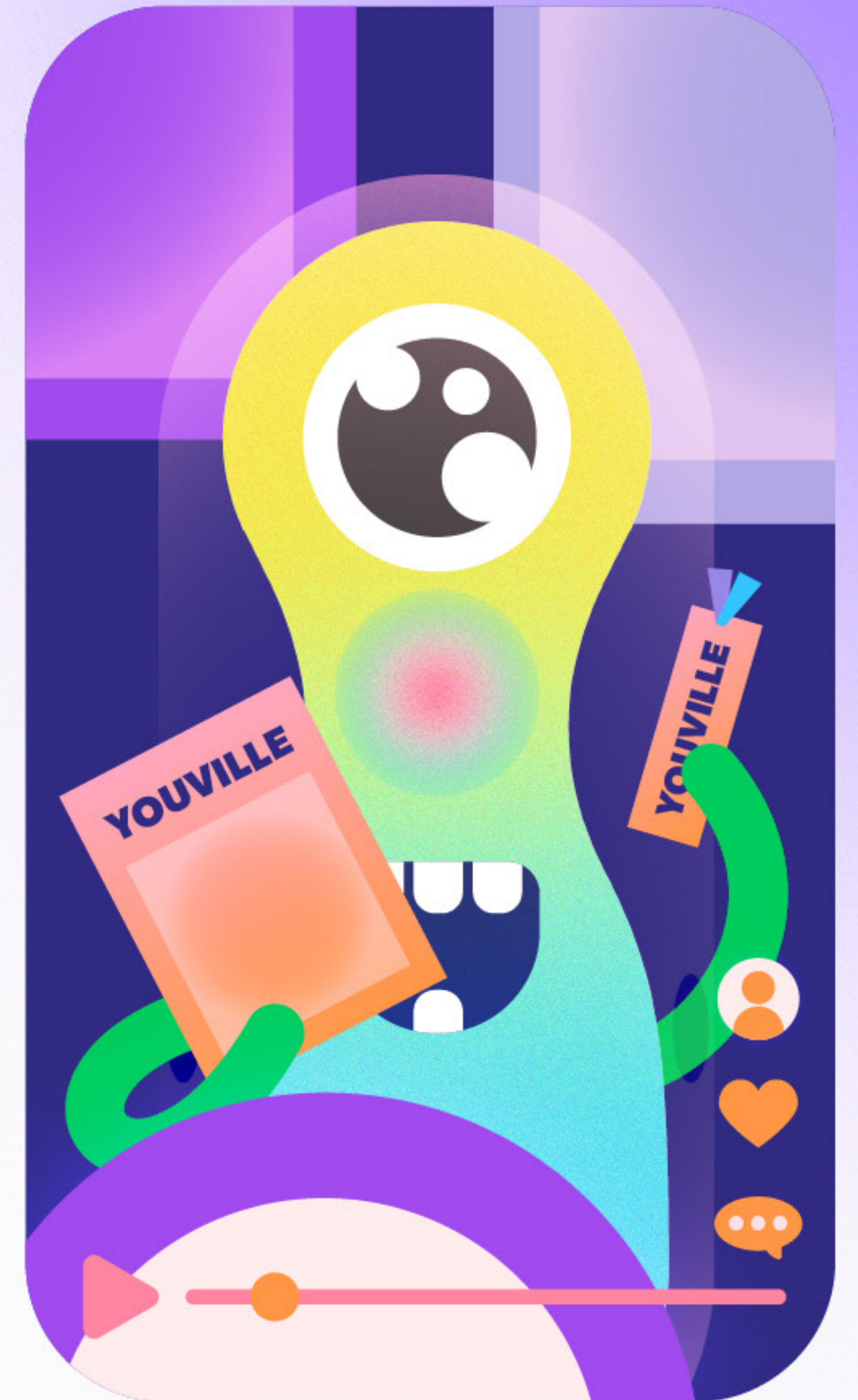
- **Repetition**

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

WRAP-UP

Thinking Outside the UNBox

Looking at the ad techniques we've just discussed, which one do you find most convincing, and why?



CHALLENGE ACTIVITY

Good Job!

Looks like the Youbies identified The Claud's advertising techniques.

The Claud has moved on to another part of Youville.

