



You're the Advertiser!

This activity is great for helping children ages 6 through 10 understand concepts of advertising. It asks them to put themselves in the role of the advertiser, which is especially tricky if their products aren't an easy sell. This means that children have to rely more on the "tricks" of advertising, convincing their audience to buy something that they don't really want or need.

Instructions: Adults can prepare this activity by writing each of the scenarios below on separate pieces of paper. Ask children to draw scenarios out of a hat, and for each one, they can choose a partner to help make the commercial prompted on their paper. Children can be as elaborate and silly as they like, and adults can try to encourage them to think about techniques advertisers really use, such as paying celebrities to endorse a product, making it look like very cool people like the product, making the product appear better in the ad than in real life, etc.

Scenarios:

- With another player, make a commercial for... a vacation – to the dump!
- With another player, make a commercial for... dead batteries!
- With another player, make a commercial for ... ABC Gum! (Already Been Chewed)
- With another player, make a commercial for ... a smelly sneaker!
- With another player, make a commercial for ... a junky car!
- You have just invented glow-in-the-dark pickles. With another player, come up with a jingle or slogan to advertise them.
- You want to sell a hair product that sometimes turns consumers' hair green. You know it does this, but you want to sell it anyway. How could you convince people that it is still a great product?