



Be an *Ad Detective!*

Every day we see ads—on TV, in magazines, on websites, in the street, and on our computer screens. We hear them, too. But often we don't notice them. A famous film producer once showed over one hundred products in his movie, but most people didn't notice them!

Are you an ad detective? Can you understand the messages advertisers send you? To be an ad detective, it is useful to know how ads work.

Ads are interesting, but you can make better decisions about what to buy when you know these techniques! 