

## What's Your Gimmick?

**gimmick** = a trick to get people's attention

When you want someone you like to notice you, what do you do? \_\_\_\_\_

Maybe if you see that person walking behind you, you drop something or pretend to tie your shoe. Then you can stand up right when the person is next to you!

That is a gimmick!



Advertisers use many gimmicks! They want people to **notice** their ads.



Most ads start with things that are honest:

- ↳ a colorful picture
- ↳ a name or words that tell you what they're selling
- ↳ where and when you can get what they're selling

These are the basics. Design some ads that include these things **HERE**.

After the basics, the gimmicks begin! The gimmicks are not always honest! Add gimmicks to an ad **HERE**.

The first gimmick is a "theme." Do cereals have Fun Zones, Magical Lands, or Castles? Ummm... No. Why do advertisers use this gimmick? \_\_\_\_\_

What is the second gimmick? \_\_\_\_\_ What do the advertisers want you to believe? \_\_\_\_\_

What is a spokes-character? \_\_\_\_\_ Why do advertisers use this gimmick? \_\_\_\_\_

Advertisers try to create websites for what they are selling. If they make the websites fun, people will spend more \_\_\_\_\_ there. What are some ways they try to make their websites fun? \_\_\_\_\_

What is the fifth gimmick? \_\_\_\_\_ Why do advertisers use this gimmick? \_\_\_\_\_

Do you think all of these gimmicks are honest? \_\_\_\_\_ Write 3 or more sentences to explain your answer. \_\_\_\_\_

## Name that gimmick!

Identify the gimmick each of these pictures illustrates.



Which gimmick is this? \_\_\_\_\_

How does it work? \_\_\_\_\_

Name another product that uses this gimmick:  
\_\_\_\_\_



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How does it work? \_\_\_\_\_

Name another product that uses this gimmick:  
\_\_\_\_\_

The best there is.



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How does it work? \_\_\_\_\_

Name another product that uses this gimmick:  
\_\_\_\_\_

Barbie Dreamhouse Adventures!

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