

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!



Listen. Say "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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