

Reading Worksheet
ML7 Money

#06



Mészáros Szófia

The Tricks Behind the Trends – All About Ads

Every day, we see hundreds of advertisements trying to grab our attention. Whether it's on our phones, on TV, or on billboards, ads are everywhere. But have you ever wondered how these ads (1) _____ what we buy? Companies use different techniques to make us want their products, often without us even noticing.

One of the biggest ways companies reach teenagers today is through social (2) _____ ads. When you scroll through Instagram, TikTok, or YouTube, you see posts and videos that promote products. Many brands pay influencers to share their products with their (3) _____. Because people trust influencers, they are more likely to believe that a product is worth buying. These ads can feel less like a sales pitch and more like friendly advice, which makes them very effective.

Celebrity endorsements are another (4) _____ tool in advertising. Companies know that many people admire celebrities and want to copy their style. When a famous actor, athlete, or musician promotes a product, fans might be tempted to buy it just to feel closer to their idol. For example, when a famous singer wears a certain brand's clothes or a well-known athlete uses specific sports (5) _____, it can influence fans to choose the same products. Seeing someone you admire using a product can make it seem cooler and more desirable.

Sales promotions and discounts are also common ways to encourage people to buy. Who doesn't love a good deal? Many brands offer special sales, like "Buy One, Get One Free" or "50% Off," to make people feel they are getting more for their money. These promotions are especially popular during (6) _____, like Black Friday or back-to-school season, when shoppers are ready to spend. Discounts make people feel like they need to act quickly before the sale ends, so they don't miss out on a good offer.

Another way ads influence us is by creating a sense of urgency. Some ads use (7) _____ like "limited time only" or "only a few left" to make people feel like they need to buy immediately. This tactic works because it taps into our fear of (8) _____ out, also known as FOMO. When we think a product might run out soon, we're more likely to buy it, even if we didn't need it in the first place.

Finally, companies often use emotional appeal to make their products more attractive. Some ads tell stories that make us feel happy, excited, or even a little sad. They show families sharing a meal, friends having fun together, or athletes winning (9) _____. These ads make us associate good feelings with the product, making us more likely to buy it.

Advertising has a big impact on our shopping habits, often in ways we don't realize. By using social media, celebrity endorsements, sales promotions, urgency, and emotions, companies can make us feel like we need their products. So, next time you see an ad, take a (10) _____ to think about how it might be influencing your choices.



Word Bank

powerful, phrases, moment, competitions, media, gear, influence, followers, holidays, missing