









1 A character or cartoon can help sell food. Advertisers put them on boxes of cereal or children's food. Children see the characters and they want to buy that cereal or food.

2 Famous people can also help sell a product. When a famous person uses a product, we want to use it, too. For example, famous sports people can sell trainers and famous actors can sell coffee, perfume or beauty products.

3 Slogans and jingles are a clever way to sell. These are words or tunes that you remember all day. In fact, you can't forget them! When you see a product, you think of that tune or slogan.

4 Bright colours and interesting images catch your eye and sell things, too.

Companies put advertisements everywhere. They're all around you – on TV and websites, in newspapers, in magazines and on the radio. They're even on billboards along the side of the road. Why are they there? That's simple! Companies want you to buy things and advertising makes you want to buy those things. How? Advertisements tell you that a product is going to make you happier or more popular. They even tell you the product is going to make you look more attractive, older or younger. Usually these messages aren't true. The company just wants your money!











Of course advertisements are fun but next time you see a really good advertisement, just ask yourself: "What's it trying to sell? Do I really want or need this product?" That way, you're deciding, not the advertiser.

When companies are making an advertisement, they think: "Who's going to buy this product? What do they like? What do they want to see or hear?" They use the answers to these questions to help them make the advertisement. There are four special tools that advertisers often use. Watch out for them!

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