



50–60 mins.



Upper Primary

Buy me!

In this lesson students learn about how advertising can influence consumers.

Outcomes

Students:

- identify persuasive techniques
- recognise gimmicks and how they work
- investigate the influence of advertising on consumer choice
- develop creative thinking
- explore creative and persuasive writing techniques
- share and accept viewpoints

Curriculum links v9.0

English

[AC9E6LA02](#)

[AC9E6LA06](#)

Mathematics

[AC9M6ST02](#)

[AC9M6ST03](#)

[AC9M6N09](#)

Technologies

[AC9TDI6P07](#)

[AC9TDI6P08](#)

The Arts

[AC9AMA6E01](#)

General Capabilities

Digital Literacy

Locate information Level 4

Acquire and collate data Level 4

Interpret data Level 4

Numeracy

Interpreting and representing data Level 4

Proportional thinking Level 2

Understanding money Level 7

Getting started (10 mins)

1. What product is this video advertising?

- As a class warm-up, open a discussion with your students on what influences their purchasing choices.
- There are great advertisements (ads) online in both film, radio and still images that use creative licence to promote a product. Copyright laws prevent us from sharing one in this format, though you can search online for lots of examples. You could use a search term such as “Teaser campaign examples.”
- When you have found one, ask your students to predict what consumer behaviours the video might be trying to influence. Finish watching, listening or revealing what the ad is promoting.
- Who is the target audience? Brainstorm what techniques the advertisers use? (See next activity)

Discovery (40 - 50 mins)

1. Persuasive advertising

- Following on from the above brainstorm, start a word wall identifying what terms your students think are used in any type of advertising to influence consumers to buy. (See Worksheet 1 for examples of advertising words).

Alternatively, investigate the terms listed in Worksheet 1 that are unfamiliar e.g., Endorsement. What is this? What words relating to advertising can be added? Or use the simple table in Worksheet 1.

- On what platforms are we seeing advertising? E.g., on buses.

2. Advertising Strategies

- Some examples from the word wall (see Other resources) include advertising strategies which are designed to attract people's attention and interest.
- There are plenty of advertising gimmicks that are used in clever ways. Watch the first 1.40mins of [Tik Tok Junk food ads \(Behind The News\)](#) (0–1:40)
- Product placement is another clever advertising strategy: Watch [Sneaky Ads - Behind the News](#). (Running time: 3:40)
- As a research task, your students could further explore other commonly used advertising techniques.
- Having discussed and watched some advertising strategies, what devices do your students think are the catchiest and why? Are there terms which can be added to the word wall?



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Other resources

[Advertising: how it works on kids & teens | Raising Children Network](#)

[Advertising and selling guide - Introduction | ACCC](#)

[Article: Does Brand Product Placement in Films Work? | Latana](#)

[9 Strategies to Creating a Successful Radio Ad | SavvySME](#)

[Using a word wall to support student explanations](#)

[How supermarket layout and marketing encourages you to spend more - and what to do about it | ABC](#)

3. Develop your own Advertisement

N.B. - This practical activity could be designed to take home.

- Have your students design an advertisement with their peers as the target audience.

Task: To persuade your audience to buy an item.

Clarify what each ad should include e.g., a popular tune, a jingle, colour, clever creativeness, an endorsement, colour, a hook, a tasting session, crowd interviews.

- Make time to share these advertisements.

Extension (30 - 60 mins)

1. As a home activity or excursion, ask students to become:

Advertising detectives.

Task: Take a trip to your local supermarket or corner store. What advertising strategies are used to attract buyers? (See Worksheet 2)

Additional: Are there any strategies you would recommend to the store that would improve consumer experience or make better sales now or in the future? E.g., Free tasting samples.

2. Other research tasks:

- What are the Australian laws on advertising? What can't advertisers do?
- Research the various types of advertising: E.g., What audience is being targeted, what is the medium; are they tempting someone to buy, to persuade opinion or to inform? What are examples of these?
- What are some advertising examples around you in your everyday travels. E.g., radio jingles, catalogues, banners, bus and vehicle signage.
- What is the real cost of an advertising campaign? Create a budget breaking down the costs.

3. Have students conduct a statistical investigation with students in their school to determine what kind of advertising appeals to them the most. Present their findings to the class in the form of an infographic.

Worksheet 1: Word Wall inspiration



Task: Online or in a library, discover a few advertising terms and their definitions to share with the class.

E.g., Billboards, mobile advertising, Ad click, eMarketing, brand reputation.

Term	Definition	Example of how/where it is used



Worksheet 2: Supermarket Detectives

What do you notice in the supermarket that could influence buyers?

Possible advertising strategies	How is it used?
Ambience E.g., music, colour and decoration	
Presentation with product placement	
Sales, offers and discounts	
Entertainment	
Extras (what else have you noticed?)	