

ADVERTISING AND CHILDREN (7-12)

Advertisement's goal

The purpose of advertising is to sell you something:

- by telling you that you need it
- by giving you the deceptive feeling that buying the advertised object will solve your problems with a magic wand and transport you to a better world.
- by creating brand loyalty from an early age

Parental approach

Watch different advertisements with the children, discuss together and ask questions about advertisement strategies, children's feelings, etc.

Important Sources

Advertising: how it influences children and teenagers
<https://raisingchildren.net.au/toddlers/play-learning/screen-time-media/advertising-children>

Advertisement strategies

- **The bribe:** you get a free toy when you buy a product and you're encouraged to collect them all
- **Game:** buy, play and win a prize
- **Big promise:** a product tastes great or is the best in the world. Or it will bring you fun, make your life better
- **Playing with emotions:** advertising touches emotions - causes affection, fear, etc.
- **The super-person:** popular or famous people promote a product to make you think you can be just like them if you have the product too
- **Cartoon character/ child famous character** used to promote a product
- **Special effects**
- **Repetition, etc.**

Get in Touch

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