



13-18



A large graphic element with a yellow top and orange bottom. It contains a brown megaphone icon on the left, the text "13-18" in white, and a grey icon of a teacher pointing at a whiteboard with three students below it.

Media  Parents

**ADVERTISING**

13-18  
years



# Parent Evening Outline

- 1) Different types of advertising
- 2) Advertisement's goal
- 3) Advertising strategies
- 4) Recommendations

# Different types of advertising

- TV ads
- Radio ads
- Online ads – focus for this age group
- Ads in apps/games – focus for this age group



# 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

# Advertisement strategies 1/2

- 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

# Advertisement strategies 2/2

- Repetition
- Music
- The joke: laughing makes you like an advertisement – and the product it advertises – more
- The story-telling: it tells an interesting story to arouse your interest

# Recommendations

- Watch different advertisements with the teenagers, talk and discuss together.
- Ask questions about advertising:
  - ✓ Why the ads want to sell to them the 'perfect' world?
  - ✓ How the ads exploit teenagers' uncertainties?
  - ✓ How important are influencers for the teenagers and what do they think about the things influencers advertise?

# Sources

- I. MediaParents <https://mediaparents.eu/>
- II. Kita-project.eu [https://kita-project.eu/wp-content/uploads/Kita\\_Interactive\\_Manual\\_en.pdf](https://kita-project.eu/wp-content/uploads/Kita_Interactive_Manual_en.pdf)
- III. Advertising: how it influences children and teenagers <https://raisingchildren.net.au/toddlers/play-learning/screen-time-media/advertising-children>
- IV. What is the impact of advertising on kids? <https://www.common sense media.org/articles/what-is-the-impact-of-advertising-on-kids>

# Thank You



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