

DAY 1

# Ads are everywhere

Ads are all around us in our daily life and they influence the decisions that we make every day as consumers. Whenever you or your family buy goods or use services, you are a consumer.

From morning to evening, you are exposed to advertisements. You might start your day by reading an ad on the back of your cereal packet, then see ads plastered inside the school bus, view the packaging on your food items at lunch or see ads shown in between after-school television programs.

## Explore

Conduct a think-pair-share to create a list of the places where you might find the types of ads listed below.

	Think by yourself	Pair with a friend	Share with a group
posters			
billboards			
audio			
signage			
commercials			
flyers			
pop-ups			
banners			
classified ads			

Glue or staple articles here

## Discover

Without ads, most forms of media – newspapers, radio, television and the internet – wouldn't be able to run. The money that companies pay for advertising helps provide these services. This explains why ads appear in such great numbers.

## Discover

'Advergaming' is advertising in video games. For example, a character in the game might wear a popular brand of sneakers or use a branded smartphone. Have you come across this type of sneaky advertising before? Next time you hop online to play your favourite game, look out for advergaming.

## Investigate

Head to *The West Australian* online (thewest.com.au). Scroll through the news and pay attention to the ads that appear. How many did you find? What happens if you click on a news story? Do the ads change? Watch a news video online. Do ads appear? Are you distracted by the ads? Can you find an ad-free page? Why do you think this is? Write your answer below.

## Investigate

Now use today's copy of *The West Australian*. Compare the ads in the newspaper and types of ads in the newspaper online site. How are they different? Do you think this might be a good idea? Write your answers below.

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## Connect

We might be drawn to some ads, but find others quite annoying. Flick through today's paper and cut out five ads. Organise them from most to least appealing. Explain your reasons to a friend and list your top three ads below. Number them and paste them on the glue strip provided.

- 1.
- 2.

Now use today's copy of *The West Australian*. Compare the ads in the newspaper and types of ads in the newspaper online site. How are they different? Do you think this might be a good idea? Write your answers below.

Companies are in a battle to make their ads stand out. Bright, bold colours are said to be one way of making an ad jump out at an audience. Cut out five of the most colourful ads in the newspaper today. Why do you think these ads are effective?

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DAY 2

# Target markets

Advertisements generally target specific groups of people rather than just anyone and everyone! These groups of people are known as 'target audiences'. Some advertisements might target kids. Others might target adults.

Knowing the target audience, and how to most effectively get this audience to take notice, requires a lot of research and is vital to the success of an ad. Often, a large team of people have researched, planned and created for many hours to make sure an ad will appeal to a particular group of people.

Browse today's copy of *The West Australian* and cut out the advertisements that team up with a friend. Lay your advertisements out on the class. Can you tell who these advertisements are targeting? How do you know? Paste your ads on the glue strip provided.



## Investigate

Ad	Target audience	How do you know?
1.		
2.		
3.		
4.		
5.		

Glue or staple articles here

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## Explore

In smartphones with as many different types of apps as you can. You might consider age, professions, wealth, interests, etc. **Brainstorm** below.

## Investigate

Search online for 'market segmentation'. How is this different from target audience?



## Discover

It wasn't that long ago when advertisers didn't pay much attention to children, preferring to focus on the adult market. However, they have since realised that children today have their own disposable income and have a huge influence on what their parents spend money on.

## Investigate

Search online for 'pester power' to find out more about how advertising targets children. How does it work? Do you think it is right or wrong? Why? Have you ever done this? If you have, share your story.

## Investigate

Head to class at two different times (3-5pm and 6-8pm). Are they different? Are there more ads targeted at children earlier on in the evening? **Give examples. Report back to class with your findings.**

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## Connect

Ads aim to grab your attention and sometimes do this with a great image. Select an ad in today's newspaper with a winning image. Compare it to your friend's choice. Paste on the glue strip.

Work in pairs. You are in a different class to the back and. Find some ads that use contrasting colours in the paper today. Paste two on the glue strip.

Some ads are 'busy' - they are overloaded with information or are confusing to read. Cut out five ads. Sort from most to least busy and paste them on the glue strip provided. Which do you prefer? Share your thoughts with a friend and jot some notes below.

## Discover

Ads targeted at children typically use bright colours, lots of space and little text. Also, they might feature children looking happy or excited, or use cartoon-like characters.

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