



Influence

Advert inspector

Stage

5

45 mins



Skills builder



What you'll get out of it

- Know how adverts influence people.
- Find out how you're influenced.

What you'll need

- Paper
- Pens
- 2 household objects – for example, an apple, a cushion or a packet of crisps
- A selection of adverts from magazines, websites, newspapers or videos

Aim of activity

Have you ever seen an advert that's used language to make food sound tasty, or a TV show sound really fun? Words make a world of difference in advertising. Get creative and see if you can influence others through adverts.



WE DISCOVER, WE GROW

Girlguiding



Influence

Note to leader

Ask the girls to bring in some magazine adverts so you get a wide selection.

What to do

1 Form a circle. Your leader will put an object in the middle. Go round the circle, each using a different word to describe the object. If you take longer than three seconds to think of a word, you're out!

2 Do it again with a second object. Was it difficult?

3 Now, get into small groups and take one of the adverts. Imagery and colours are really important for visual adverts. What can you see? Does it make you want to buy the product or do what the advert wants you to do?

4 As a group, decide on something you want to influence people to do. Perhaps you want them to buy something, donate money to a cause, or sign a petition?

5 Plan an advert to make your audience do what you want, thinking about how you're making them feel with the language and images you use. Your advert can be for anywhere you like, for example:

- Social media
- Magazines
- TV
- Radio
- Public spaces

6 Now you've planned your advert, create it! How will you measure its success?

7 After 15 minutes, gather together as one group. You're each going to present your advert to everyone else, explaining where you'll advertise and how you'll measure the advert's success.

8 When everybody's presented, take a vote. Whose advert was the most influential? Why?

Take it further

Try recreating your advert to work for other mediums too. For example, how would a radio advert sound? Or one for TV, or social media?