Ad Designer

What You Need

+ A pencil or crayon
+ This worksheet

What to Do

Step 1: Learn from an Example
On the next page, you will see a real advertisement. Look closely at how it is designed. Notice the colors, words, characters, slogans, and pictures that are used to make the product look exciting. Pay attention to how the ad is trying to influence people to want the product.

Step 2: Create Your Own Ad
Now it is your turn to become a marketer. Choose a product you want to advertise. It could be a toy, a snack, a game, or even something silly like a "Pet Rock." On the blank page:

> Draw or describe your product.
> Add colors that will catch attention.
> Create a short slogan or phrase to make the product sound fun, cool, or special.
> Add one "trick" you learned about in this lesson, such as a cartoon character, a sale price, or a message like "Only a few left."

Reflection

How do you think your ad might influence kids to want your product? Advertisements aren't bad. Even Rest Over Riches has marketing for the Money Explorers course. Sometimes marketing can be harmful, but usually it is not. It is always up to you to choose to buy, or not!

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2. Add colors that will catch attention.
3. Create a short slogan or phrase to make the product sound fun, cool, or special.
4. Add one marketing "trick" you learned about in this lesson, such as a cartoon character, a sale price, or a message like "Only a few left."