

Category Three: Advertising (Ages 11-14)

LEARNING OBJECTIVES

To understand why companies use advertising

To recognise the different ways companies try and influence our spending

To understand some ways that we can resist the pressure of advertising and make healthy, informed choices for our physical, mental and financial health and wellbeing

FINANCIAL EDUCATION PLANNING FRAMEWORK LINKS

I know some different ways in which companies and individuals may try to influence my saving and spending (11-14)

I can demonstrate ways to resist unwanted pressure to save or spend my money unwisely (11-14)

CHALLENGE ENTRY OPTION

Create something that helps people make healthy choices for their physical, mental and financial health and wellbeing

Young people can choose to approach this challenge in whichever way they choose, but one suggestion could be to explore how people can resist the pressure of advertising and make healthy choices for their bodies, minds and finances.

They could create a public health advert to raise awareness of the different methods companies use to influence our spending and saving and advise people on the best ways to ensure they're making informed choices?

Q: HOW CAN WE RESIST THE PRESSURE OF ADVERTISING AND MAKE HEALTHY CHOICES?

MATERIALS

- *Category Three Activities PowerPoint*

INTRODUCTION

We'll be exploring the way companies try to influence our money choices through advertising and the impact this may have on our physical, mental and financial health and wellbeing. Explain to the class that companies use advertising for 3 main purposes. Can the students tell you what these purposes might be? You can use the following words to help prompt them: inform, persuade and remind.

Inform: Advertising creates awareness of a brand, product or service

Persuade: Advertising persuades us to take an action e.g. try a new product or brand or stay loyal to an existing brand or product

Remind: Advertising reminds us of the perceived need for a particular product or service

ACTIVITY

Explain that it is important to make informed money choices. Making 'healthy' money choices can help us to look after our bodies and minds too. If we understand the different methods companies use to influence how we spend and save then we will be better equipped to resist the pressure of advertising and make 'healthy' financial choices.

Introduce Julia.

Julia is 15 year's old and she lives in Birmingham. She has a part-time job working at her sister's hair salon for a few hours on a Saturday. She's saving for driving lessons, she's very keen to start learning to drive as soon as she turns 17! When she's not studying, she relaxes by watching her favourite reality TV shows. She spends a lot of time on the internet, she's learning yoga on YouTube and she likes finding new smoothie recipes online. She also reads a lot of online news articles because she's interested in studying Politics after her GCSEs.

NB. Included on slide 4

Explain that companies advertise their products in a wide range of places. Julia would be a potential consumer for lots of different companies who would all be trying to influence her spending and saving choices.

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1. **Working in pairs, ask the students to list all the different types of advertising they think Julia might encounter in a day.**

Share ideas as a class.

The main way companies advertise are through.

- a. **Broadcast** advertising – TV, radio
- b. **Outdoor** advertising – billboards, bus shelters, train stations, fly posters, digital boards etc.
- c. **Print** advertising – magazines, brochures, leaflets etc.
- d. **Digital** advertising – social media, adverts in apps, google advertising, banners on webpages etc.
- e. **Product placement** advertising – promoting a product during a TV show or film e.g. actors eating a particular brand of food or wearing a brand of clothing. Even which brand of phone used by certain characters is a deliberate advertising choice. TV shows and/or films receive their sponsorship from companies who wish to advertise to their viewers. This type of advertising isn't so obvious but it's used all the time, especially in reality TV shows.

NB. Included on slide 5

Ask the class why they think advertisers might choose to promote their products during reality TV shows? Responses could include: a large audience, opportunity to reach young people, viewers may associate the product with the television or film star so they may be more inclined to buy it or to trust the product etc. Encourage students to try and spot the products being advertised next time they watch their favourite shows.

Companies choose to use different advertising avenues depending on the type of consumers they are trying to influence.

Ask the students which of the 5 avenues they think advertisers would use to target Julia and what products they might choose to target her with?

Encourage them to think about what target group Julia might be in for advertisers e.g. young, student, soon to be learner

driver, part-time worker, TV viewer, girl etc. What avenues would advertisers think would be most effective? TV, social media, digital adverts on webpages etc.

2. **Then in pairs, ask the students to discuss what impact this advertising might have on Julia's financial decisions?**

Ask for volunteers to share their ideas. If Julia is influenced by advertising, she might choose to spend her money unwisely or buy products that she doesn't need. She might make uninformed or 'unhealthy' money choices.

3. **As a class discuss the impact advertising might also have on Julia's mental and physical health?**

You could use the following words to support discussion:

Peer pressure; FOMO; self-esteem; healthy foods; body image

Then ask the class if they have heard of 'public health campaigns'? This type of advertising is designed to help inform and educate people. Can the students think of any recent examples e.g. adverts about smoking, driving, COVID -19 awareness campaign etc.

4. **Working in pairs, ask the students to think about what information and messaging they would include in a public health campaign to help people resist the pressure of advertising and make healthy choices for their bodies, minds and finances.**

Messaging could include:

- Be aware of the different ways companies advertise products and services
- Understand how companies might try and influence you
- Research a product or service, don't just believe the advertising claims
- Use comparison sites to compare prices and different offers available