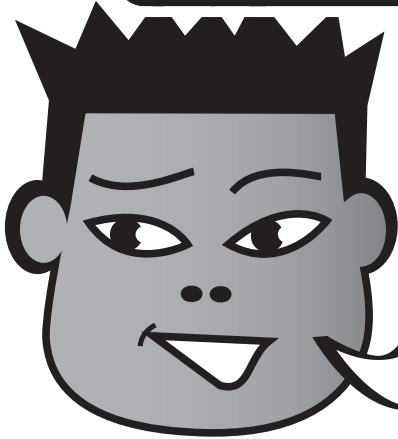


What makes a really good ad for children?



So what makes your top five ads so brilliant? What do they have in common? What techniques do they use to win you over? Make a list of some of the things about your favourite ads that you really like.

Here are some things you might want to talk about for your list:

- Humour
- Celebrities and sports stars
- Grown-ups being silly
- (Add your own)
-
-
- Memorable music
- Cartoon characters

Try filling in the chart below. Write your top five ads in the left-hand column. In the middle column, write down the techniques used in each one, using ideas from your first list. Don't fill in the third column just yet!

Top five titles	What's the technique?	Why does it appeal to you?
1		
2		
3		
4		
5		

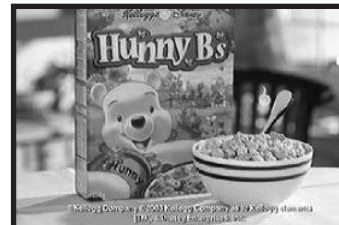
The advertising techniques kids like

Read each technique below, and see if you can think of an ad you like which matches it. Then give it a score from 1 to 5 to show how much you like the technique. (1 = not at all; 5 = you like it a lot.)

Score

Characters you can relate to

- Animated characters
- Well-known characters from TV programmes or books



People you admire – role models/celebrities

- Celebrities/sports personalities/pop stars
- Parent/teacher figures you can trust and respect



Techniques using new technology, e.g. the Internet

- Online advertising aimed at children through websites and games
- Text advertising and competition entry using mobile phones, etc
- Split-screen advertising



Sales promotions – special offers, free gifts

- Premiums (free toys or other gifts offered with a product)
- Competitions
- Free gifts or toys that form part of a collection
- Media tie-ins between films, toy brands, etc

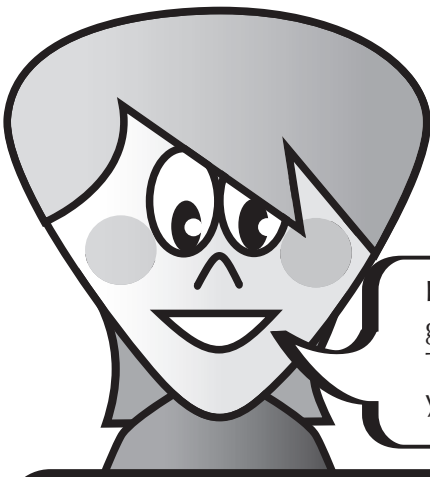


Ads that encourage you to do things

- Special effects that draw you into the action
- Actions to copy
- Words or slogans to repeat
- Music and songs to copy or repeat
- Humour, jokes and slapstick



Appealing to you



Here are some of the ideas researchers think your age group enjoys watching. Talk about each idea (or 'appeal') with your partner. Can you think of an ad you have seen recently that uses this idea?

1 Being in control of the world around you – especially being in control of grown-ups

e.g.
.....

2 Knowing a lot, being clever, cheeky or good at solving problems

e.g.
.....

3 Doing grown-up things and being responsible

e.g.
.....

4 Being popular – having lots of friends, or being part of a group (but not sticking out or being different!)

e.g.
.....

5 Having your own stuff – things you can own or collect

e.g.
.....

6 Keeping private secrets and personal possessions that belong only to you

e.g.
.....

7 Looking after people, animals or things – mothering, grooming, caring

e.g.
.....

8 Products that are children's versions of adult products

e.g.
.....

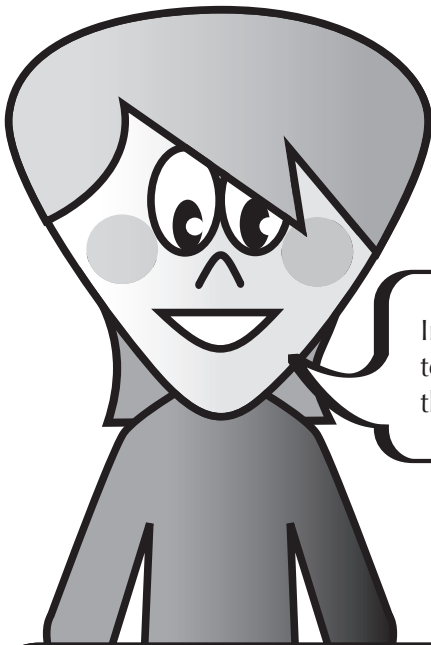
9 Stories about goodies vs. baddies

e.g.
.....

10 What have the advertisers left out? Have you any other ideas?

e.g.
.....

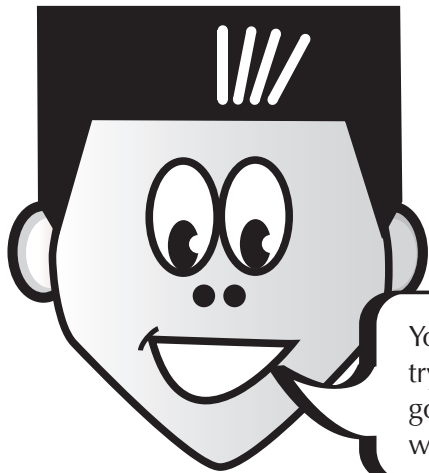
Children's favourite ads



In 2003, a survey was done to find out the top ten favourite ads of children aged 7–10. This is the list of ads they voted for:

	Aimed at children	Aimed at adults	What do <i>you</i> think of the ads?
Andrex toilet paper			
Halifax building society			
Peugeot car			
Vodafone mobile phones			
Nike trainers			

Look down the list and put ticks against the brands aimed at children, and those aimed at adults. Talk about whether you prefer the ads aimed at children or at adults – and why.



Putting it all together

You've done a lot of thinking about the ways advertisers try to appeal to you and your age group. Now you're going to write about the ads you like, and the different ways that advertisers present them to you.

Use the sentence starters below to help you explain some of the things you've learned about ads aimed at children.

The sorts of ad I like the best are ones that.....
.....

My favourite ads often include.....
.....

One example of this is the ad for

I particularly like this ad because it shows......
.....

Another thing I like in ads is.....
.....

For example, the ad for.....
.....

I also enjoy ads that show.....
.....

One ad which does this very well is.....
.....

The ad I like the best of all at the moment is.....
.....

This ad appeals to me because.....
.....

Advertisers particularly want to appeal to me and people of my age because.....
.....
.....

I think advertising aimed at children is.....
.....
.....



The toy ads: what did you notice?

Can you answer the questions below? I've filled in a few boxes already to help you.

What did you notice?	Barbie	Hotwheels
What happens?		
Number of shots? (You don't have to say exactly!)		20-25
Editing – fast or slow?	Fast	
Type of music and sound?		Rock music and sound effects of cars racing and helicopters
Final slogan	"Flexible? Yeah. Bendable? Totally"	

How toy ads change over time



How good are you at spotting clues? Can you tell which adverts are the oldest and which are the newest?

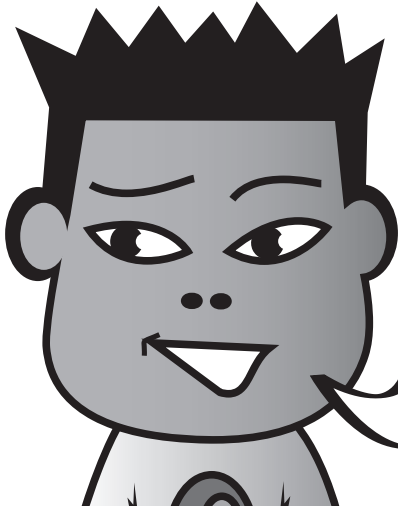


Cut out the ads and try to organise them in a time line, from the oldest to the newest. You'll have to look closely at the clues in the ads – the people, what they're wearing, the style of advertising, and the look of the product itself.

When you have put the images in order, paste them onto a sheet of sugar paper. Beside each one, write down:

- Any clues you found helpful
- A short sentence saying what each ad shows about the toy that is being sold

Watching toy ads



How much did you notice? Fill in as many answers below as you can.

	Answers
Who is playing?	
How many people are playing?	
How are the toys shown?	
Are the people moving the toys, or do they move by themselves?	
Is there a story in the ad?	
Where are the toys being used – in someone’s house or garden?	
What music is being played?	
Who speaks in the ad? Do the toys themselves speak or make a noise?	
Are the ads animated, or do they just film the products?	

How well do you watch?

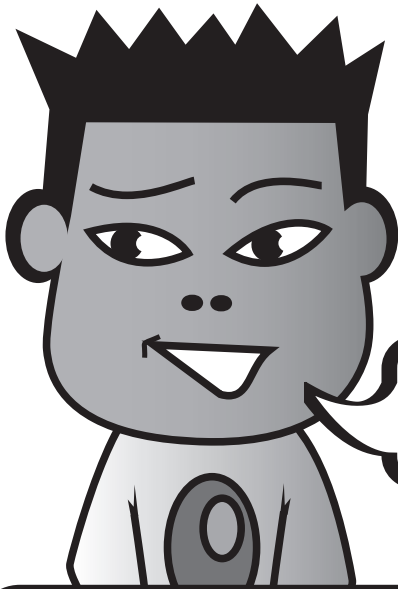
Think back to the very last toy advert you were shown and see how well you can remember it. Write down what happens in the advert in the space below.

.....
.....

When you’ve finished, compare your version with your neighbour’s. Did you both remember the same things?

Now try to answer some of the following questions.

At what time of day is the advert set?	
What colour clothes do the people in the ad wear?	
What other colours do you notice?	
What is the last view we see?	
Can you remember the slogan at the end of the ad?	
How long is the ad, in minutes/seconds?	



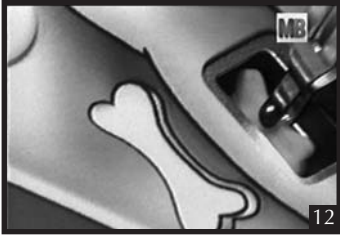
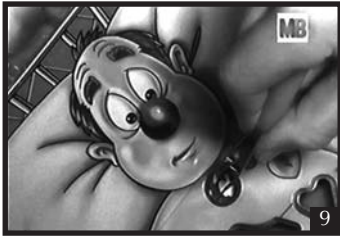
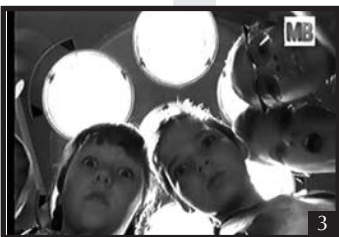
How was the ad made?

What do you know about how ads are made?

Below are some sentences about the way this ad was made. Some are true and others are not. Tick in either the TRUE or FALSE box to show whether you think each sentence is true or false.

	TRUE	FALSE
A camera person filmed a real person playing with the toy	<input type="checkbox"/>	<input type="checkbox"/>
The ad was recorded in one single go	<input type="checkbox"/>	<input type="checkbox"/>
The people in the ad are all actors	<input type="checkbox"/>	<input type="checkbox"/>
Lots of cameras were used to make this ad	<input type="checkbox"/>	<input type="checkbox"/>
The ad was filmed in a real house with no extra technology	<input type="checkbox"/>	<input type="checkbox"/>
The ad was filmed in lots of little pieces that were then put together	<input type="checkbox"/>	<input type="checkbox"/>
The most important part of the ad is the shot at the end	<input type="checkbox"/>	<input type="checkbox"/>
Special lights were used to add atmosphere to the scene	<input type="checkbox"/>	<input type="checkbox"/>
The people in the ad made up the words themselves	<input type="checkbox"/>	<input type="checkbox"/>
The message of the ad is to show that the toys are fun to play with	<input type="checkbox"/>	<input type="checkbox"/>
All the sound you hear in the ad was recorded during the filming	<input type="checkbox"/>	<input type="checkbox"/>

Shots sheet



Spot the Shots



Become a filmmaker!

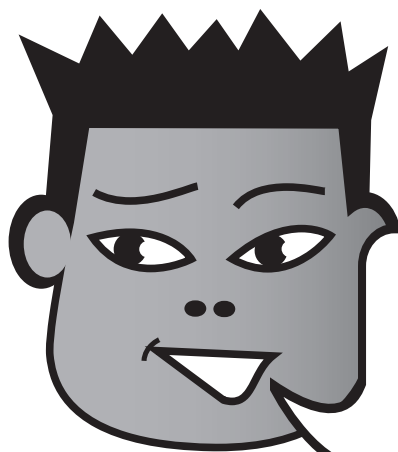
Here is a chart showing the words filmmakers use to describe the different kinds of image they want to show on the screen – these are called camera **shots**. Beside each word is a description of the shot.

Look very carefully at the pictures on Activity Sheet 10. Match each one up with the right shot name, and write the number in the right-hand column.

When you've completed the chart, think about why the director of the ad has used these types of shots in these particular places.

Name of shot	What it means	Shot number
Close-up shot (CU)	The camera is close to the action to show a big image in detail – e.g. of a face, a gun, a frying pan, etc	
Medium shot (MS)	The camera is placed further away to show a middle-sized image of one or two people – e.g. from the waist up	
Long shot (LS)	The camera is a long way away from the action, showing people's whole bodies and the whole background	
High angle shot (HA)	The camera is placed high up looking down on the action or person	
Low angle shot (LA)	The camera is placed low down so it looks up at the action or person	

Ads and audiences



You have just looked at toy ads, which all feature different types of toy – and every ad is different. Not only do the toys and the ads look and feel different, but they're also aimed at different people.

If you were choosing one of these toys, which one would you go for?

If someone in your family wanted to buy you a toy, which ones would *they* choose? Would the choices be the same?

Look at the freeze-frames below from the ads you've watched, and see if you can work out what sort of person they're appealing to. Underneath each picture, write who you think the ad is aimed at.



The audience is.....



The audience is.....



The audience is.....

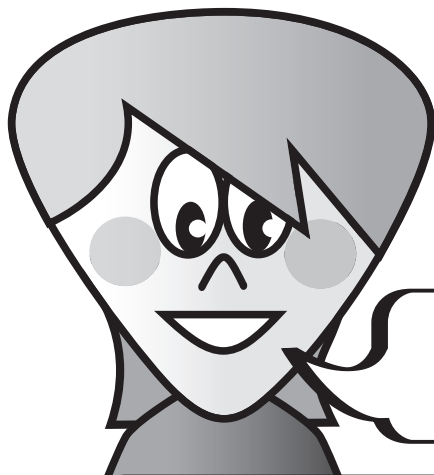


The audience is.....



The audience is.....

Fantasy and reality



Can *your* group tell the difference between fantasy and reality?

There are many characters in this advert, and fantasy and reality are mixed together through animation. There are three types of scenes that are used in this advert:

- Real play shown with Barbie
- Children pretending to be fairies in the forest
- Computer-animated Barbie

What details in the advert helped to construct a magical world?

Discuss the following questions:

- Why does the advert open with someone blowing dust?
- What does the forest setting tell us about how the advertiser wants us to see Barbie?
- What do the wings say about Barbie's character?
- Why do the advertisers animate Barbie, instead of just showing the real doll?
- What are the children doing? Do they look like Barbie?
- Why have the advertisers used a unicorn instead of a real horse?
- What kind of world is the advertiser trying to associate the doll with?
- Is Swan Lake a new story or an old story?
- Was Barbie an important part of the original Swan Lake?

Watch the advert again and look at the editing.

How many times did the scenes and characters change? Count the edits.

Barbie animated	Children playing fairies in forest	Real Barbie doll	Accessories for the doll

What kind of information does the advertiser give you about the product?

For example:

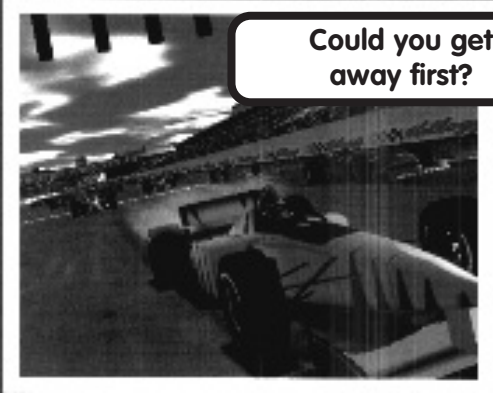
- Are batteries needed or included?
- Price?
- Are the products sold separately?
- Is the animated Barbie included with the real Barbie?

Pick some words that you would use to describe this advert, or add your own:

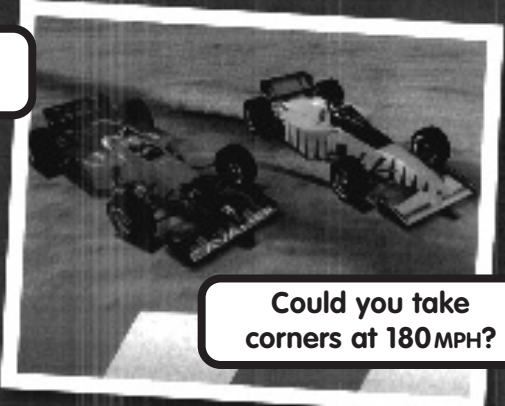
- **Funny** • **Luxurious** • **Magical** • **Sweet** • **Sophisticated**
- **Silly** • **Fantastical** • **Real** • **Unreal**

Frosties advertisement

www.frosties.co.uk

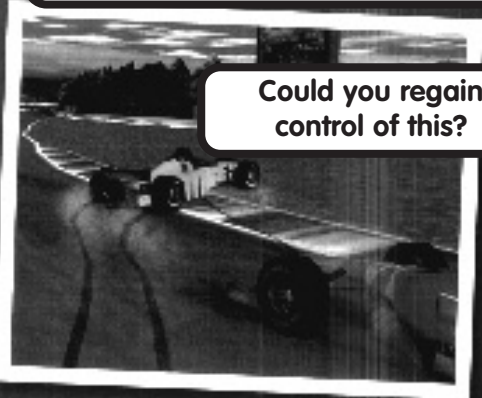


Could you get away first?



Could you take corners at 180MPH?

Prove you're up to the challenge,
free with special packs of Kellogg's Frosties



Could you regain control of this?



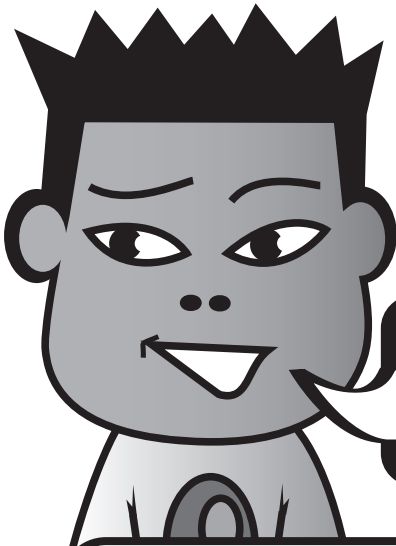
Could you overtake here?

Race out to find my CD ROM racing game for your PC. Free inside special packs of Kellogg's Frosties. Show you've got what it takes: brake later, corner harder, go quicker



Earn your stripes

Why a tiger?



Now you're going to work out what the advertisers are doing with Tony the Tiger! He's more than just a fun character, but how? What's he doing there?

You've seen a print advert for Kellogg's Frosties. The advertiser has chosen an animal to represent this product – do you know why? Different animals make us feel different things. Think about a tiger and write down some of the words you would use to describe one – choose some of the words below, or add your own:

- Fierce
- Cuddly
- Masculine
- Feminine
- Affectionate
- Fun
- Boring
- Shy
- Quiet
- Loud

Try to answer the following questions:

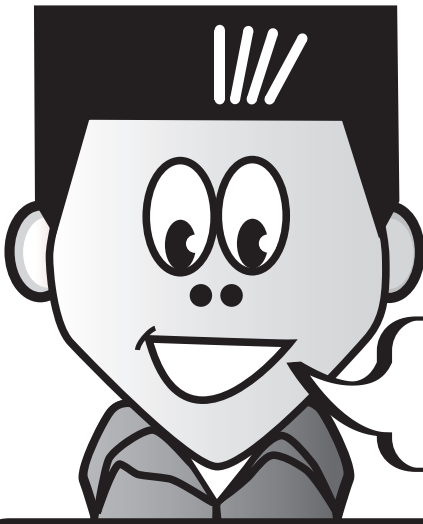
- Is this advert aimed at boys or girls? How can you tell who its target audience is?
- Is there any link between the product being advertised and the cars?
- Why has the advertiser included cars in this advert?
- What are the advertisers trying to get you to do by using the slogan 'Earn your stripes'?
- What are the advertisers trying to get you to do when they say 'prove you're up to the challenge'?
- What will happen if you decide to buy a packet of Frosties – will you get to drive one of those cars?



Now, think about what the advertiser is doing with this animal, and how the advertiser wants you to feel about the tiger and the product:

- What does the tiger look like?
- What are the characteristics of a tiger?
- What product is being advertised?
- Is there any link between the product and a tiger?
- What does the strapline or slogan encourage us to do?

What's it selling?



You sometimes have to think carefully about what an ad is selling.

What do you think the advert is selling?.....

What in the ad do you pay for?.....

What in the ad is free?.....

What else is the ad promoting?.....

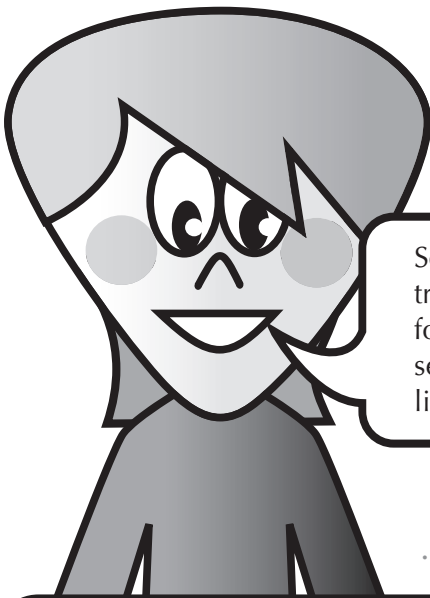
But there are other selling techniques that this advert is using, some of which you've seen before. Put a tick beside the techniques you think this advertiser is using to appeal to you.

- Being in control of the world around you, especially of grown-ups
- Doing grown-up things and being responsible
- Having your own things – things you can own or collect
- Miniature versions of adult products
- Knowing a lot, being clever, cheeky or good at solving problems
- Using animation to create a magical world
- Fast-paced editing to make it look action-packed
- Animated/magical character
- Animated action by children, like jumping out of a box or driving a magical car

Now see if your group can answer the following questions:

- **Why do you think toys are featured in this ad?**.....
.....
- **Did you see a link between the clips from the films and the toys offered by Burger King?**.....
- **How much time was spent on showing the food, out of the total advert running time?** (e.g. half of the time, a quarter – you don't have to be exact!).....
- **Why does the advert end with 'available for limited time only' and the word 'URGE'?**
.....

Advertising fast food



Sometimes advertising looks like it is trying to sell one thing, when it is really trying to sell another. This advert looks like a film advert, but it is a food advert for the restaurant McDonald's. Look carefully: this advert isn't just selling food – what else does it show that is for sale? Write your ideas on the line below.

There are other selling techniques that this advert is using too! Put a tick beside the techniques you think this advertiser is using to appeal to you.

- Having your own things – things you can own or collect
- Miniature versions of adult products
- Knowing a lot, being clever, cheeky or good at solving problems
- Using animation to create a magical world
- Using animation to show children disappearing
- Animated action by children, like jumping out of a box or driving a magical car

This advert is using toys, animation and magic to do something. Write below the things that you think McDonald's wants you to believe after watching this advert:

Why does the advert use a toy?

What are the qualities of the Happy Meal?

What is being advertised more, the toy or the meal?

Describe McDonald's as a company

What does the advert want you to do?

Now see if your group can answer the following questions:

- **What is the focus of the advert – the toys or the restaurant?**
- **Why does McDonald's use toys so much in this advert?**
- **Why is the Happy Meal animated? What is McDonald's trying to say by doing this?**
- **The children disappear – where do they go?**
- **How is this advert trying to appeal to children – what other techniques does it use?** (colourful design, animation, toys, etc)
- **Does the ad show the contents of the Happy Meal? Why?**
- **Is the ad showing the Happy Meal as a magical world with toys, or as a food?**
- **Do you think this advert is meant to appeal to boys or girls, and why?**
- **Why does McDonald's say 'for a limited time only'?**