



Ad Hunting

Objective

This activity will help your child become more aware that advertising is everywhere in our environment and comes in various forms.

Preparation

Whether we're at home, at the mall or on the street, we are constantly exposed to different forms of advertising.

To begin the activity, ask your child what purpose advertising serves. If necessary, complete their answer. Explain that advertising is designed to grab our attention, influence us and encourage us to behave a certain way, like buying one product instead of another.

Steps

1. Show your child the following image. Ask them to circle all the ads they see. In total, the image contains 22 of them.



Conclusion

Answer Key

