

Should They Buy It?

Read through the following scenarios and decide which advertising technique(s) is used and whether or not the teen should buy the product.

1. Alisha is at the mall with her friends when she walks by a store blaring music from her favorite pop star. A large banner in the window features a picture of that pop star wearing clothing from the store. "Wow!" Alisha thinks, "She looks so cool. I need to go in here and shop!"

What technique(s) is being used?

Should Alisha go in and buy something?

2. Jackson is playing a video game. As he's racing his car around the track, he spots a billboard for a popular soft drink in the game. He thinks to himself that he needs to get his mom to pick up a 12-pack of the soda next time she's at the store.

What technique(s) is being used?

Should Jackson get his mom to buy the soda?

3. It's the day after Thanksgiving and Kara can't wait to go shopping with her mom. She has heard you can score some pretty awesome deals at the local electronics store. Not only are all video games 20% off, but they're offering a super cool video game system for \$50 less than it normally costs. When Kara gets to the store, she learns only video games from two years ago are on sale and that the video game system does not come with controllers.

What technique(s) is being used?

Should Kara buy the products?
