

Name _____ Period _____

PBS KIDS ADVERTISING PROJECT

Go to www.pbskids.org/dontbuyit (type in the entire web address)



The home page/main screen of the Don't Buy It site has a banner with 5 main sections. The three rectangles change each time you open the page, so I can't guarantee what you will see.

Click on **Advertising Tricks**→**Food Advertising Tricks**→**The Perfect Burger**.

1. What do they use to keep the bun from getting soggy in the advertising pictures?

Hit the back button and click on the **Ice Cream** cone.

2. What is the main (first) ingredient in the fake ice cream? (The first ingredient listed is always the largest.)

Hit the back button.

3. Food Stylist is a job. What do they do?

Hit the back button twice and click on **Advertising Tricks**→**Be the Ad Detective**. Click on **Get Started** and read the information. **DO NOT PRINT**.

4. How much does the Safeco insurance company pay to get their name on top of the Seattle Mariner's stadium?

5. Not on this website. Search online if you don't know – Don't tell anyone the answer. The Utah Jazz Basketball team used to play at the "Delta Center" named after their sponsor Delta Airlines. Another company is now sponsoring the arena/building where they play. What is the name of the new Jazz sponsor?

Back on the website. Go to the next picture.

6. Tiger Woods gets paid \$20 million dollars a year to wear what brand of clothes?

Look at all the pictures and information in **Be the Ad Detective**.

7. Not on website, you think about it. Name another brand of clothes that kids wear that gives the company free advertising (look around you at what people are wearing if you need a hint).

Click on **Buying Smart** at the top. Click on **Question the Commercial**.

8. What is one question that they suggest that you ask when watching T.V. commercials:

Click **Back to Buying Smart**→**What's in the shopping bag** and go through all the slides.

9. How many berries are in the Fruit roll ups?

Click on **Back to Buying Smart**→ **Is the Price Right?**

10. How much does the store get when a CD is sold? (Make sure you look at Cut the Cheese to find the correct answer)

11. How much does the factory get paid for shoes that are sold for \$100?

Go to **Your Entertainment** at the top of your screen. Click on **Evan, Create a Pop Star**. Run through the Evan section at least 2 times.

12. Give an example of a decision that you made that was good and a decision that you made that was bad for Evan's career.

GOOD DECISION=

BAD DECISION=

Go back to **Your Entertainment**→**TV vs. Life**

13. What percentage of Americans are actually over 65 years old?

Go back to **Your Entertainment**→**Are you Plugged In?**

14. What percentage of Americans watch 4 or more hours of TV per day?

Figure this out. You have to calculate the answer, it's not on the website.

15. If you attend 7 classes that last 45 minutes per days how many minutes do you spend learning?

16. How many hours is that? (Divide by 60)

Look at the section **WHAT YOU CAN DO**

17. What is one way you can get involved?

TEEN HERO section

18. Why is Danielle Shimotakahara classified as a "Teen Hero"?

Back to the section **BUYING SMART** and click **HOT OR SNOT**

19. Was New Coke hot or snot?

20. What is Brand Loyalty? (hint: info found in the New Coke explanation)