**DON’T BUY IT!**

**As you explore the “Don’t Buy It!” website, answer the questions below. You will be able to refer back to this page when working on future activities.**

1. What are some techniques advertisers use in commercials? Make note of them below. You will refer back to this later.

2. Name one product that succeeded. Why did it succeed? Name one product that flopped. Why didn’t it succeed?

|  |  |
| --- | --- |
| Product: | What happened? |
| Name of successful product: |  |
| Name of unsuccessful product: |  |

3. What are some techniques used in the media? Make note of them below.

4. Why do you think advertisers and the media use these tricks? Think about a commercial, TV show, movie, or advertisement you have seen recently. What was the commercial for, and what tricks were used (describe at least 2).