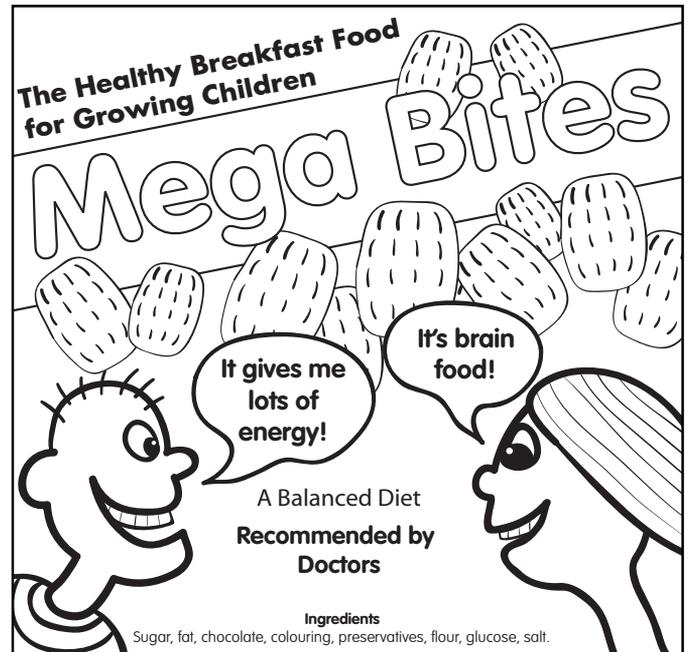


# Advertising Tricks

Colour the packet to help the advertiser sell this product.



Change the words and the colours used to create a packet that tells the truth.

Would anyone buy that cereal?  
Why not?

Should advertisers be allowed to say things that are not really true?

Values: *understanding and questioning the ethics behind advertising.*

This page may be photocopied by the purchasing institution only.