



# 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.



2. Using the [answer key](#) below, go over the answers together.

## Conclusion

Your child has realized that advertising is everywhere in our environment. To conclude the activity, ask them the following questions:

- What do you think of the number of ads you found in the image?
- Did one of the ads catch your attention more than the others? Why?
- When you look at the image, are you surprised to find advertising in certain places? Which ones?
- In your day-to-day life, where do you see advertising?

## Answer Key

