

# Buzz Word



Explore techniques used to market ideas, products and messages and learn how to identify these same techniques in everyday advertisements.

**Ages:** Ages 10 and up

**Time:** 30 – 60 minutes

## Materials Needed:

Internet access, presentation software (ex. PowerPoint)

## Instructions:

1. Use the PowerPoint to open up the session by showing it to members without comment. (Use LCD projector, if available)
2. Introduce a discussion of marketing. (Refer to Marketing: A Brief Overview) Ask members to point out ads they remember; ask them to think about why they remember them. Questions for discussion include:
  - a. What ads appealed to you?
  - b. Why did they appeal to you?
  - c. Are they successful? Why or why not?
  - d. Are they truthful? How can you tell?
  - e. Who do you think the audience is for these ads are? How can you tell?
3. Have members, in small groups, find an advertisement trying to sell an eco-

# Buzz Word



friendly lifestyle or product, in a magazine or newspaper, online, or use one of the ads provided in the PowerPoint.

4. Have members explore & critique the ad, identifying:
  - a. What is the product?
  - b. Where was the advertisement published?
  - c. What colors are used?
  - d. What or who is represented in advertisement?
  - e. What words are used?
  - f. What words entice view to buy or act?
  - g. Do you like the advertisement? Why or why not?
  - h. What design elements are used in the advertisement?  
(older members)
5. If time allows, allow members to present their findings to the group as a whole.

## Additional Resources:

[Greendex: Consumer Choice & The Environment](#)

[Federal Trade Commission Guidelines on Green Advertising](#)

## Created By:

Elizabeth Tiegs

*Boys & Girls Clubs of Southwest Washington*