MediaSmart
OPENING EYES
Get Media Smart Digital Advertising Presentation
Digital advertising

**Starter:** Create a mind-map about digital advertising. Use the images, questions and anything you know to add to your map.

**Digital:** Information that is electronic, e.g. smartphone apps, videos games and websites

**Advertising:** To make something known, usually to sell a product or promote a message
Digital advertising

Where might you see digital adverts?

When did you last see an advert?

What is the last digital advert you saw?

Why are adverts used digitally?
At the end of the lesson you will be able to:

- identify and describe the different types of digital advertising
- explain how advertising rules shape the adverts that young people see on social media
- evaluate how young people can get the best online experience when using age-appropriate social media and seeing digital adverts.
Activity: Heads and Tails

1. Complete the worksheet, matching up the start of each sentence with the correct ending.

2. Underline the three most important words in each sentence.

<table>
<thead>
<tr>
<th>Heads and Tails</th>
</tr>
</thead>
<tbody>
<tr>
<td>Match up the beginning of each sentence with the correct end of the sentence.</td>
</tr>
<tr>
<td>1. Adverts are there to let...</td>
</tr>
<tr>
<td>2. Organizations and companies use... for adverts...</td>
</tr>
<tr>
<td>3. Adverts can be found in lots of digital places such...</td>
</tr>
<tr>
<td>4. An ad blocker is a type of...</td>
</tr>
<tr>
<td>5. Websites can now remember the things you look at...</td>
</tr>
</tbody>
</table>
Activity: Detectives, Thinkers, Connectors

We are going to look at four types of digital advert and build our learning as a class.

Each pair will have a different role to play:

**Detectives**
What are the key features of this type of digital advert? How would you recognise it?

**Thinkers**
What are the strengths and weaknesses of this type of advert? What is interesting about it?

**Connectors**
Can you think when you have seen this type of advert before? Why might a company want to use this type of advert? Does it connect to anything else you know about advertising or the digital world?
Search advert

These adverts are based on the words put into a search engine, e.g. Google, Bing, Yahoo. They are usually among the first few results and should be labelled as an advert.
Search advert

Detectives
What are the key features of this type of digital advert?
How would you recognise it?

Thinkers
What are the strengths and weaknesses of this type of advert? What is interesting about it?

Connectors
Can you think when you have seen this type of advert before? Why might a company want to use this type of advert? Does it connect to anything else you know about advertising or the digital world?
Vlog advert

Where a video-blogger partners with a brand or company to advertise their product. Sometimes these are paid for and other times vloggers are given products for free in the hope they will talk about them.
Vlog advert

**Detectors**
What are the key features of this type of digital advert? How would you recognise it?

**Thinkers**
What are the strengths and weaknesses of this type of advert? What is interesting about it?

**Connectors**
Can you think when you have seen this type of advert before? Why might a company want to use this type of advert? Does it connect to anything else you know about advertising or the digital world?
Paid-for promotion

Where a company pays to advertise a product or service in a post or within a social media ‘feed’, e.g. Facebook, Twitter, Instagram.
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Paid-for promotion

Connectors
Can you think when you have seen this type of advert before? Why might a company want to use this type of advert? Does it connect to anything else you know about advertising or the digital world?

Thinkers
What are the strengths and weaknesses of this type of advert? What is interesting about it?

Detectives
What are the key features of this type of digital advert? How would you recognise it?
In-game advert

This is where adverts are placed inside games for the player to see, e.g. around the edge of a stadium in a sports game.
In-game advert

**Connectors**
Can you think when you have seen this type of advert before? Why might a company want to use this type of advert? Does it connect to anything else you know about advertising or the digital world?

**Thinkers**
What are the strengths and weaknesses of this type of advert? What is interesting about it?

**Detectives**
What are the key features of this type of digital advert? How would you recognise it?
Learning outcome:
explain how advertising rules shape the adverts that young people see on social media

Activity: Design Task

1. Each group is a team at a digital advertising company. Think up a name for your company.

2. Your company must design one type of digital advert for:

3. Use the Design Task worksheet to plan your advert and then be ready to share your advert with the client. Your first draft is due in 10 minutes.
The client has just realised they have forgotten to give you the rules around digital advertising for young people!

You must now check that your advert design follows the rules and be ready to present your design to the class.
Learning outcome:
evaluate how young people can get the best online experience when using age-appropriate social media and seeing digital adverts

Plenary

Your task is to create some advice about digital advertising for 9-11 year-olds.

1. In your groups, write down pieces of advice for 9-11 year-olds who use digital and online platforms.

2. Now choose the two pieces of advice you think are the most important.

3. Feedback to the rest of the class.

You can add in anything else you know about digital safety!