

# Heads and Tails

Match up the beginning of each sentence with the correct end of the sentence.

1. Adverts are there to let...

a) to be shown so that more people buy their product or know their message.

2. Organisations and companies pay for adverts...

b) as in games, search results, videos and on social media.

3. Adverts can be found in lots of digital places such...

c) computer program that will block some types of advert from appearing.

4. An ad blocker is a type of...

d) people know about products or services.

5. Websites can now remember the things you look at...

e) online and show you adverts they think you will like.

## Guidelines for Advertising

We have adapted the wording of real rules which adverts must follow.

1. Viewers must be able to recognise that adverts are adverts.
2. Adverts can't encourage children to take part in any dangerous or illegal activities.
3. Children must not be made to feel bad if they do not have or do not buy the product.
4. Adverts must not encourage children to annoy their parents about buying something.
5. Adverts must not lie about prizes or free gifts.
6. Adverts must not upset or offend children.

# Design Task



Our company name is \_\_\_\_\_

We are creating a digital advert for \_\_\_\_\_

The type of digital advert we are creating is a:

Search advert

Vlog advert

Paid-for  
promotion

In-game advert

Our advert: draft 1

We think this will be a good advert because...

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Our advert: draft 2

What did you change and why?

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