

SALE

OR

NO SALE

THE ANTI-ADVERTISING GAME SHOW



Who's telling the truth?

Parents will love this one! With so much of the marketing in our media targeted at children, "Sale or No Sale" helps students understand what advertising really is, in an engaging and hilarious interactive game show format.

Why can't I have it all?

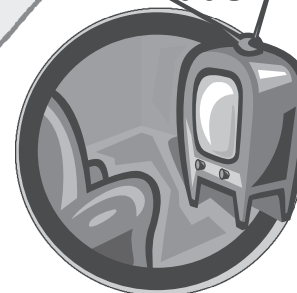
Comic sketches demonstrate the various ways in which advertisements convince us to buy things we may not otherwise want. Once the techniques are understood by students, trained performers create advertisements from audience suggestions, and participants in the game are asked, "Sale or No Sale"? Not wanting to be tricked by the actors' cunning performances, students get used to questioning the merits of items being advertised.

The show also helps students to understand the reasons parents have for not buying everything children desire, and how kids can work out what they really want, rather than what advertisers tell them they want.

Why do I want it?

"Sale or No Sale" explains that the media uses advertising to make money, not to inform us of important opportunities, and the action-packed, format means students leave wanting to make more sensible decisions about things they ask for.

Why does TV have ads?



Get wise about advertising with "SALE OR NO SALE"

Suitable:

K/Prep - Yr 6/7

Duration:

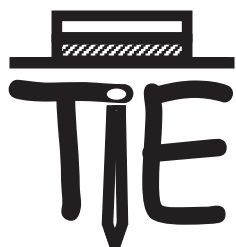
50mins

Cost/student:

\$4.50 + GST

Min students:

120/session



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