



# Smarter shopping skills

Age range: 7-11



# Comparing offers



**Samir’s friends are in a bookshop and are comparing the following offers:**

New releases for £7 each	= £7 per book
Buy one book for £8, get another half price	=
6 book collection for £24	=
12 book collection for £42	=

**Can you calculate the cost per book?**

# Comparing offers



**Samir’s friends are in a bookshop and are comparing the following offers:**

New releases for £7 each	= £7 per book
Buy one book for £8, get another half price	= £6 per book when you buy two
6 book collection for £24	= £4 per book
12 book collection for £42	= £3.50 per book

**How many did you get right?**

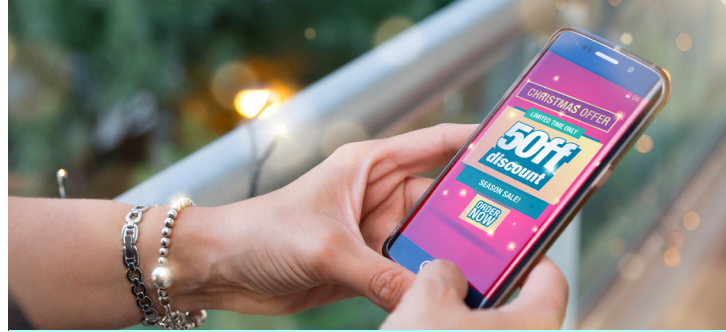


# Persuasive advertising techniques

4



Repeating an advert many times in one week on TV



Pop up ads in apps



Using persuasive language like 'best ever', 'brand new', '5\* reviews'



Using a celebrity or a famous person to promote the product, often through social media



Buy one, get one free



Catchy songs, jingles or catchphrases

# Being a 'smarter shopper'

- Placing essentials in the back/different aisles to get you to walk through the whole shop.



5



# Being a 'smarter shopper'

- Placing essentials in the back/different aisles to get you to walk through the whole shop.
- Smell of freshly baked bread to entice you to buy it.



5



# Being a 'smarter shopper'

- Placing essentials in the back/different aisles to get you to walk through the whole shop.
- Smell of freshly baked bread to entice you to buy it.
- Colourful packaging.





# Being a 'smarter shopper'

- Placing essentials in the back/different aisles to get you to walk through the whole shop.
- Smell of freshly baked bread to entice you to buy it.
- Colourful packaging.
- Placing more expensive things at eye-level and cheaper things on the bottom rows.

