



How Advertisers Persuade Us to Buy Things

KS3 Ages 11-14 🕒 3 min read

What is Advertising?

Advertising is when companies try to get you to buy their products or services. You see ads everywhere—on TV, on websites, on billboards, and on social media. But advertisers don't just tell you facts about products. Instead, they use clever **persuasion techniques** to make you feel excited about buying something.

Making You Feel Something

One of the most powerful tricks advertisers use is **emotions**. Instead of saying 'this chocolate bar has sugar and cocoa,' an advert might show children laughing and having fun together while eating it. The advertiser wants you to feel happy and think, 'If I buy this, I'll be happy too.'

Think of it like a magician's trick—the advertiser is showing you something exciting over here so you don't notice what's really going on over there. They want you thinking about happiness and friendship, not about whether you actually need the product.

Using Famous Faces

Advertisers often pay **celebrities**—famous people like footballers, singers, or film stars—to promote their products. When you see your favourite athlete wearing a sports shoe brand, you might think, 'If they wear it, I should too.' This is called the **celebrity endorsement** technique.

Repetition and Catchiness

You've probably noticed ads that stick in your head. Advertisers repeat their message over and over, sometimes with a catchy song or slogan that you can't forget. The more times you hear something, the more familiar and trustworthy it feels to your brain.

Think of it like learning the times tables—the more you repeat them, the more automatic they become. Advertisers want their product name to feel automatic in your mind.

Making You Feel Like You're Missing Out

Phrases like 'limited edition' or 'only today' create **urgency**. Advertisers want you to feel scared that if you don't buy now, you'll miss out. This is called **FOMO** (Fear Of Missing Out), and it's a powerful way to push people into quick decisions.

Why It Matters

Understanding these tricks helps you become a **critical consumer**. When you see an advert, ask yourself: 'Do I actually need this, or am I feeling this way because of the emotional message?' Being aware of persuasion techniques means you'll make smarter, more thoughtful choices about what you buy.