



How Adverts Trick You Into Buying Things

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What Makes Adverts So Persuasive?

Every day, you see hundreds of adverts. They're on billboards, on the sides of buses, in apps, and on TV. But have you ever wondered why some adverts stick in your brain? Advertisers use clever **tricks** to make you want things you might not need. Understanding these tricks helps you become a smarter shopper.

Bandwagon effect is one of the most powerful tricks. This is when adverts show lots of people using a product, making it seem like everyone has it. The message is: "If everyone else has it, you should too!" Your brain naturally wants to fit in with the crowd.

Think of it like when everyone at school suddenly wants a particular brand of trainers. Soon you feel left out if you don't have them—even though your old trainers work just fine.

Famous Faces and Emotions

Advertisers also hire **celebrities** to sell things. When your favourite actor or sports star uses a product, you're more likely to trust it. This is called **celebrity endorsement**. Your brain links the celebrity's coolness to the product.

Another powerful trick is using **emotions**. Adverts might make you feel happy, excited, or even sad to create a connection between the product and a feeling. A chocolate bar might show a family laughing together, making you associate that chocolate with happiness and family time.

Think of it like how a sad song can make you cry, or a funny video can make you laugh instantly. Adverts use emotions the same way.

Other Sneaky Tactics

Repetition is simple but effective. When you hear the same advert over and over, it feels familiar and trustworthy—even if the product isn't actually better than others. Your brain thinks, "I've heard this loads of times, so it must be good."

Limited-time offers create urgency. "Only **3** left in stock!" or "Offer ends today!" makes you panic and buy quickly without thinking properly. This stops you from comparing prices or waiting for a better deal.

Before and after images are used a lot too. A hair product shows someone with messy hair, then perfect hair. It's tempting, but real results often take much longer than adverts suggest.

Staying Smart

The key to resisting these tricks is being aware of them. Ask yourself: "Is this advert using emotions to manipulate me? Do I really need this, or just want it because everyone else has it?" By spotting these techniques, you'll make smarter choices about what you buy.