



WHY PAY MORE?

Learn the difference between price and value.

The Secret Millionaires Club compares the well-known brand Happy Cola with the generic brand Value Cola. The kids learn that a business builds a brand by associating its product with a good experience. Advertisers try to reinforce that positive experience so people will go out of their way to buy a product.

Ask kids: Have you ever paid more to own a cool brand of clothes, sneakers, or other product? Could you have gotten the same item that was just as good for less? Why did you want the brand name product? Was it worth paying more for the brand when another product could have done the same thing? Why or why not?

Help kids become smart, media-literate consumers.

Ads for popular brands are all around us—in print, on TV, online, or on billboards. Have kids name some brands. Discuss why we trust certain brands. Ask: What are ways advertisers get us to buy their products or services? Talk about some strategies advertisers use such as celebrity endorsements, claiming their brand is best, or trying to convince us that everyone else is buying the product.

Activities:

1. Look at a variety of magazine ads with kids. Then choose a few ads to evaluate. Ask: What is the product selling? What message is the ad trying to get across? What catches your eye—a certain color or font, an image, a symbol, or a slogan? How does the ad make you feel? How is the ad trying to persuade you to buy the product? Will the product really do what it claims?
2. Have club members design an ad campaign to persuade people to be smart buyers by thinking wisely before spending their money. Kids should develop a message, logo, and a tagline or a slogan.
3. Have kids compare a popular brand of toothpaste with a generic or bargain brand the next time they go to the supermarket. Ask them to compare the price and ingredients and then report back: Is it worth buying the well-known brand? Will the alternative product do the same job for less? Which do you prefer? Why?

Tip: Teach kids how to be bargain hunters. Together, make a list of items you'd like to get at the supermarket. Then, check flyers, newspapers, and websites to search for items on your list that may be on sale. Compare prices to see which store offers the best deal for a certain product. Have kids explain which supermarket they'd choose to go to for their shopping trip, and why.

