

4

Advertising Literacy

L3.4.4 · READING THE PITCH

I CAN
separate what an ad claims from what it proves

THE AD SAYS	WHAT IT ACTUALLY CLAIMS	WHAT IT PROVES	WHAT IT WANTS YOU TO FEEL
"9 out of 10 dentists"			
"Clinically proven"			
"Up to 50% off"			
An influencer using it			

Rewrite one honestly

Pick one ad you have seen this week. Rewrite it so it only says what it can prove.

Answers and talking points

What a good answer looks like, and one question to ask when the pencils go down.

The ad says	What it actually claims	What it proves	What it wants you to feel
"9 out of 10 dentists"	Nine of however many were asked preferred it	Nothing — the sample and the question are not given	That experts already decided for you
"Clinically proven"	A study happened	Nothing until you know what was tested, by whom, against what	That science settled it
"Up to 50% off"	At most one item is half price	Nothing about the price of what you want	Urgency, and a fear of missing out
An influencer using it	Someone was paid to be seen with it	Nothing about the product	That a person you trust chose it

6-8 The move the page is teaching

Every row separates **claim** from **proof**, and in all four the proof column is close to empty. That is not an accident of the examples — it is how most advertising is written. **Nothing here is a lie.** Each line is literally true and still tells you almost nothing, which is the harder and more useful lesson.

Ask: "Which of these four would work on you?" Honesty beats cynicism here; a student who says 'the influencer one' has understood more than one who says none.

6-8 The rewrite at the bottom

No model answer — they pick their own ad. A good rewrite is usually **shorter and duller**, which is the point. "9 out of 10 dentists" honestly rewritten becomes something like "we asked 10 dentists and 9 said they preferred it." Same fact, almost no power.

Ask: "Would you still want it after your own rewrite?"

Want the rest of the unit?

This page is one activity, unchanged, from **Unit 3.4 — Spending With Strategy**, a Financial Foundations™ unit of 10 to 12 lessons with teacher scripts, family letters and a unit checkpoint. For a free five-day money game your students can play in a browser, try **The \$100 Week™**. Everything is at wealthwisekids.org.