

HYPE LAB

THIS ACTIVITY EXPLORES:

Marketing, hype, persuasion and selling a feeling.

YOU WILL NEED:

- Ordinary objects, such as, a spoon, sock, pencil, paper cup, plastic bottle, box, rubber band
- Paper and pens

HOW TO SET-UP?

- Place the ordinary objects on a table.
- Split young people into pairs or small teams.
- Each team chooses one object, or the facilitator gives each team one at random.

TIME NEEDED: 15-20 MINUTES

HOW TO RUN IT

1. Give each team one ordinary object.
2. Tell them they have three minutes to turn it into a must-have product.
3. Ask each team to create a product name, slogan and short pitch.
4. Give teams time to prepare.
5. Each team presents their pitch to the group.
6. Ask the group to vote for categories such as:
 - Most tempting
 - Funniest pitch
 - Best name
 - Most believable

QUICK DEBRIEF

- What tricks did teams use?
- Did anyone sell confidence, calm, fun, popularity or status?
- Which pitch made the object sound better than it really was?
- Was anyone tempted by the story more than the object?

KEY MESSAGE

Marketing often sells a feeling, not just a product. Something ordinary can be made to seem more exciting, useful, popular or special through names, slogans, confidence and hype. Smoking, vaping and nicotine products are promoted in similar ways. The message may focus on flavour, confidence, fitting in, relaxing or looking older, but leave out cost, dependence, rules, pressure or feeling stuck.