

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 five minutes to turn it into a must-have product.
3. Ask them to choose the feeling they want to sell, such as confidence, calm, popularity, status or fun.
4. Ask them to create a product name, slogan, three appealing claims and a short pitch, written advert or poster.
5. Give a one-minute warning before preparation time ends.
6. Teams can present their pitch, nominate a speaker, display their advert or play a recorded version.
7. Celebrate categories such as most tempting, funniest, most believable or best use of hype.

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.

BYDDWN YN EDRYCH AR:

Marchnata, gorliwio, perswâd a gwerthu teimlad.

BYDD ANGEN:

Gwrthrychau cyffredin, fel llwy, hosan, pensil, cwpan papur, potel blastig, bocs neu fand rwber
Papur a phennau

SUT I BARATOI?

- Rhowch y gwrthrychau cyffredin ar fwrdd.
- Rhannwch y bobl ifanc yn barau neu dimau bach.
- Gall pob tîm ddewis gwrthrych, neu gall yr hwylusydd roi un ar hap.

AMSER: 15–20 MUNUD

SUT I'W WNEUD

1. Rhowch un gwrthrych cyffredin i bob tîm.
2. Dywedwch fod ganddyn nhw bum munud i'w droi'n gynnyrch y mae pawb eisiau ei gael.
3. Gofynnwch iddyn nhw ddewis y teimlad maen nhw am ei werthu, fel hyder, tawelwch, poblogrwydd, statws neu hwyl.
4. Gofynnwch iddyn nhw greu enw cynnyrch, slogan, tri honiad apelgar a chyflwyniad byr, hysbyseb ysgrifenedig neu boster.
5. Rhowch rybudd un munud cyn diwedd yr amser paratoi.
6. Gall timau gyflwyno eu syniad, enwebu siaradwr, arddangos eu hysbyseb neu chwarae fersiwn wedi'i recordio.
7. Dathlwch gategorïau fel y mwyaf deniadol, y mwyaf doniol, y mwyaf credadwy neu'r defnydd gorau o orliwio.

CWESTIYNAU CYFLYM

- Pa driciau ddefnyddiodd y timau?
- Wnaeth unrhyw un werthu hyder, tawelwch, hwyl, poblogrwydd neu statws?
- Pa gyflwyniad wnaeth i'r gwrthrych swnio'n well nag oedd e mewn gwirionedd?
- Oedd unrhyw un yn cael ei ddenu gan y stori yn fwy na'r gwrthrych?

PRIF NEGES

Mae marchnata yn aml yn gwerthu teimlad, nid cynnyrch yn unig. Gall enw, slogan, hyder a gorliwio wneud i rywbeth cyffredin ymddangos yn fwy cyffrous, defnyddiol, poblogaidd neu arbennig. Gall ysmygu, fepio a chynhyrchion nicotin gael eu hyrwyddo mewn ffyrdd tebyg. Gall y neges ganolbwyntio ar flas, hyder, ffitio i mewn, ymlacio neu edrych yn hŷn, ond gadael allan gost, dibyniaeth, rheolau, pwysau neu'r teimlad o fod yn gaeth.