

MYSTERY AUCTION

AGE 11–16

THIS ACTIVITY EXPLORES:

Critical thinking, marketing pressure and missing information

YOU WILL NEED:

- Six envelopes
- Pitch and reveal cards
- 20 counters, coins or paper tokens for each team
- Paper for recording points

HOW TO SET UP

- Match each pitch card with its reveal card. Attach the pitch to the outside of an envelope and place the matching reveal inside.
- Give each team 20 auction tokens. Tokens left at the end do not count towards the final score.
- Do not use Quick Fix as the final envelope, since its catch affects the next auction.

TIME NEEDED: 20-30 MINUTES

HOW TO RUN IT

1. Split the group into teams and give each team 20 tokens.
2. Hold up the first envelope and read its pitch without revealing what is inside.
3. Teams bid using their tokens. Bids must increase by at least one token.
4. The highest bidder pays the tokens and wins the envelope.
5. Open the envelope straight away and read the reveal.
6. Add or remove the points shown. Apply any extra instruction before the next auction.
7. Repeat until all six envelopes have been opened.
8. The team with the highest score wins. Unspent tokens have no value.

If nobody bids on an envelope, open it anyway and discuss what made the teams reject it.

QUICK DEBRIEF

- Which pitch made you want to bid most?
- Did popularity, urgency or appearance affect your choices?
- Did another team's bidding make an envelope seem more valuable?
- Which winning envelope was disappointing?
- What information would have helped you choose?
- Where do smoking, vaping or nicotine promotions use similar pressure?
- How can you pause and check a claim before acting?

KEY MESSAGE

Hype can make an option appear better than it is. Pause, question the claim and look for the information that has been left out.

BYDDWN YN EDRYCH AR:

Meddwl yn feirniadol, pwysau marchnata a gwybodaeth sydd ar goll

BYDD ANGEN:

- Chwe amlen
- Cardiau cynnig a datgelu
- 20 cownter, darn arian neu docyn papur i bob tîm
- Papur i gofnodi pwyntiau

SUT I BARATOI?

- Cydweddwch bob cerdyn cynnig â'i gerdyn datgelu. Atodwch y cynnig i du allan amlen a rhowch y cerdyn datgelu cyfatebol y tu mewn.
- Rhowch 20 tocyn arwerthiant i bob tîm. Nid yw tocynnau sydd ar ôl ar y diwedd yn cyfrif at y sgôr derfynol.
- Peidiwch â defnyddio Ateb Cyflym fel yr amlen olaf, gan fod ei amod yn effeithio ar yr arwerthiant nesaf.

AMSER: 20–30 MUNUD

SUT I'W WNEUD

1. Rhannwch y grŵp yn dimau a rhowch 20 tocyn i bob tîm.
2. Daliwch yr amlen gyntaf i fyny a darllenwch y cynnig heb ddatgelu beth sydd ynddi.
3. Mae'r timau'n cynnig tocynnau. Rhaid i bob cynnig fod un tocyn yn uwch na'r un blaenorol.
4. Mae'r cynigydd uchaf yn talu ac yn ennill yr amlen.
5. Agorwch yr amlen a darllenwch y datgeliad.
6. Ychwanegwch neu dynnwch y pwyntiau a dilynwch unrhyw gyfarwyddyd ychwanegol.
7. Ailadroddwch gyda'r chwe amlen.
8. Y tîm â'r mwyaf o bwyntiau sy'n ennill. Nid yw tocynnau sydd ar ôl yn cyfrif.

Dim cynigion? Agorwch yr amlen a thrafodwch pam na wnaeth y timau gynnig.

CWESTIYNAU CYFLYM

- Pa amlen oeddech chi eisiau gwario'r nifer mwyaf o docynnau arni?
- Wnaeth poblogrwydd, brys neu ymddangosiad effeithio ar eich dewisiadau?
- Pa wybodaeth fyddai wedi eich helpu i ddewis?
- Ble mae hyrwyddiadau ysmegu, fepio neu nicotin yn defnyddio pwysau tebyg?
- Sut gallwch stopio am eiliad a gwirio honiad cyn gweithredu?

PRIF NEGES

Gall gorliwio wneud i opsiwn ymddangos yn well nag ydyw. Stopiwch am eiliad, cwestiynwch yr honiad a chwiliwch am y wybodaeth sydd wedi'i gadael allan.