

THIS ACTIVITY EXPLORES:

Advertising, missing information, persuasive messages and how products can sell a feeling.

YOU WILL NEED:

- What's Missing advert cards
- Ad Detective Sheet
- Pens or pencils

HOW TO SET UP

- Split young people into pairs or small groups. Give each group one advert and the two-page Ad Detective Sheet.

TIME NEEDED: 20-30 MINUTES

HOW TO RUN IT

1. Explain that adverts often show the part they want people to notice first.
2. Ask each group to study its advert.
3. Ask them to complete the two-page Ad Detective Sheet.
4. Ask groups to share one feature they noticed and one piece of information that was missing.
5. Give groups a final challenge: add a warning, question or missing message that would make the advert more honest.
6. Link the discussion to smoking, vaping and nicotine marketing.

QUICK DEBRIEF

- What caught your eye first?
- What feeling was the advert trying to sell?
- What information was missing?
- Why might missing information matter?
- How could someone pause before trusting an advert?

KEY MESSAGE

Adverts are made to grab attention and sell a feeling. They might focus on flavour, confidence, style, fun or fitting in, but leave out things like cost, pressure, rules, health impact or feeling hooked. This activity helps young people look past the first thing they notice and ask: what is missing?

BYDDWN YN EDRYCH AR:

Hysbysebu, gwybodaeth sydd ar goll, negeseuon perswadiol a sut gall cynhyrchion werthu teimlad.

BYDD ANGEN:

- Cardiau hysbyseb Beth Sydd ar Goll?
- Taflen Ditectif Hysbysebion
- Pennau neu bensiliau

SUT I BARATOI?

Rhannwch y bobl ifanc yn barau neu grwpiau bach. Rhowch un hysbyseb a'r Daflen Ditectif Hysbysebion ddwy dudalen i bob grŵp.

AMSER: 20–30 MUNUD

SUT I'W WNEUD

1. Eglurwch fod hysbysebion yn aml yn dangos y rhan maen nhw am i bobl sylwi arni gyntaf.
2. Gofynnwch i bob grŵp edrych yn ofalus ar ei hysbyseb.
3. Gofynnwch iddyn nhw gwblhau'r Daflen Ditectif Hysbysebion ddwy dudalen.
4. Gofynnwch i'r grwpiau rannu un peth wnaethon nhw sylwi arno ac un darn o wybodaeth oedd ar goll.
5. Rhowch her olaf: ychwanegwch rybudd, cwestiwn neu neges sydd ar goll a fyddai'n gwneud yr hysbyseb yn fwy gonest.
6. Cysylltwch y drafodaeth â marchnata ysmegu, fepio a nicotin.

CWESTIYNAU CYFLYM

- Beth ddaliodd dy sylw yn gyntaf?
- Pa deimlad roedd yr hysbyseb yn ceisio ei werthu?
- Pa wybodaeth oedd ar goll?
- Pam gall gwybodaeth sydd ar goll fod yn bwysig?
- Sut gallai rhywun stopio am eiliad cyn ymddiried mewn hysbyseb?

PRIF NEGES

Mae hysbysebion yn cael eu creu i ddal sylw a gwerthu teimlad. Gallan nhw ganolbwyntio ar flas, hyder, steil, hwyl neu ffitio i mewn, ond gadael allan bethau fel cost, pwysau, rheolau, effaith ar iechyd neu deimlo'n gaeth. Mae'r gweithgaredd hwn yn helpu pobl ifanc i edrych y tu hwnt i'r peth cyntaf maen nhw'n sylwi arno a gofyn: beth sydd ar goll?