

# WHAT'S MISSING?

## THIS ACTIVITY EXPLORES:

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

## YOU WILL NEED:

- What's Missing advert cards
- What's Missing worksheet
- pens or pencils

## HOW TO SET-UP?

- Split young people into pairs or small groups.
- Give each pair or group one advert card.
- Give each group a worksheet or ask them to draw three boxes:  
What do you notice? What feeling is being sold? What is missing?

**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 look closely at their advert.
3. Ask them to answer three questions:
4. What do you notice first?
5. What feeling is being sold?
6. What information is missing?
7. Ask groups to share one thing they spotted.
8. Give groups a final challenge: add a warning, question or missing message that would make the advert more honest.
9. Link the activity back to smoking, vaping and nicotine products.

## 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?
- What information was missing before you chose?

## 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?