

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 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?