

Activity 4.1



How does the ChocoMax ad break the rules for advertising to children?

Enjoy Bobby Bear's favourite treat...

Chocomax

You could win tickets to his new film:
"My Adventure in Chocoland"
See pack for details

Chocomax

Win tickets to
★★★★★
My Adventure
in Chocoland

Name:

Class:

The message and emotion behind the media

Activity 4.1



How does the ActiveAid ad break the rules for advertising to children?

Be a winner with

ActiveAid

Sports Drink

It's the **sports drink** that makes you:

- + Run faster
- + Jump higher
- + Be stronger

Choose from three great flavours!

Drink ActiveAid to win every race

Name: _____

Class: _____