

Name \_\_\_\_\_

## Marketing Scavenger Hunt

Store #1: \_\_\_\_\_

- Find one thing that is trying to convince you to buy something: \_\_\_\_\_
- 2 characteristics of this store:

\_\_\_\_\_  
\_\_\_\_\_

Store #2: \_\_\_\_\_

- What is one trick this store uses to get you to spend money there?
- Is this store bright or dark?
- Is this store loud or quiet?
- Is this store clean or dirty?
- Do you smell anything? \_\_\_\_\_

Store #3: \_\_\_\_\_

- Lets look at the displays – what do you see?

\_\_\_\_\_  
\_\_\_\_\_

- How does this make you feel? \_\_\_\_\_

Observations:

1. Is it easy or hard to spend money in stores? \_\_\_\_\_

2. What makes you want to spend money? \_\_\_\_\_

3. Does knowing the tricks help you to avoid spending?

\_\_\_\_\_

## Marketing Scavenger Hunt Parent's Guide

These are some of the tactics that store use to get you to spend more money that you can discuss with your children as you see them:

- neat and organized displays
- window displays
- hanging clothing on mannequins
- hanging entire outfits together with accessories (if you like a shirt, you might buy the pants and necklace too)
- putting more expensive items eye-level and near the door
- big signs and posters
- sales enticing you to buy more (two for \$20, buy 3 get one free, etc.)
- dim lighting
- loud music (clouds thinking)
- smells (make you linger)
- popular music (draws people into the store that might otherwise pass by, especially kids and teens)
- samples
- add-on items near the cash register
- layout of the store (cash registers in the back so you have to walk past other items to pay)
- time-sensitive sales (inciting a sense of urgency)
- guilt-driven advertising (“Get Something for Mom this Mother’s Day” & “April 27th is Secretary’s Day!”) for holidays you wouldn’t usually buy a gift

Talk about how simply being aware of these tricks makes you less likely to fall prey to them.