



# Making the most of money

Age range: 7-11

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# Comparing offers

Samir's friends are in a bookshop and are comparing the following offers:

New releases for £5 each = £5 per book

Buy one book for £6,  
get another half price =

6 book collection for £18 =

12 book collection for £30 =

Can you calculate the cost per book?

# Comparing offers

Samir's friends are in a bookshop and are comparing the following offers:

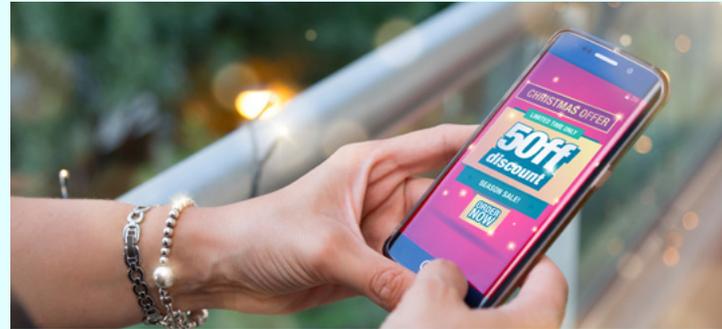
New releases for £5 each	= £5 per book
Buy one book for £6, get another half price	= £4.50 per book when you buy two
6 book collection for £18	= £3 per book
12 book collection for £30	= £2.50 per book

How many did you get right?

# Persuasive advertising techniques



Repeating an advert many times in one week on TV



Pop up ads in apps



Using persuasive language like 'best ever', 'brand new', '5\* reviews'



Using a celebrity or a famous person to promote the product, often through social media



Buy one, get one free



Catchy songs, jingles or catchphrases