



Making the most of money

Age range: 7-11

 **BARCLAYS** | LifeSkills



Comparing offers

2

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

3

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

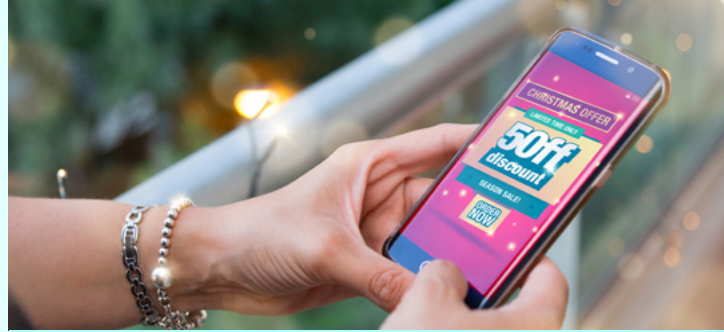
How many did you get right?

Persuasive advertising techniques

4



Repeating an advert many times in one week on TV



Pop up ads in apps



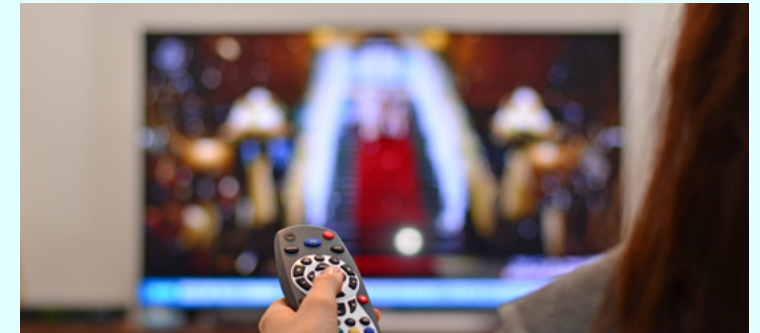
Using persuasive language like 'best ever', 'brand new', '5* reviews'



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