



# ADVENTURE SAVERS NEWSLETTER



## DON'T GET FOOLED BY COMMERCIALS

Some commercials make us laugh and some make us hungry. But there's one thing they all try to do: get you to spend your money. Commercials can even trick people into buying things they don't want or need. How do they do it? Check out these commercial tricks:



### THE STAR TREATMENT

Some companies pay celebrities to star in commercials. This is called a **PRODUCT ENDORSEMENT**, and it's a tricky way to get people to buy stuff just because they see a celebrity in a commercial.

**What you should do:** Don't buy something just because your favorite celebrity is in a commercial. Skip the product until the company pays YOU to endorse their product!

### THE LITTLE WHITE LIE

Some commercials stretch the truth to make products look more exciting. For example, an ad may show a doll house turn into a princess castle. Sounds magical, but it's not reality.

**What you should do:** When you see a commercial that seems amazing, ask yourself, "is it real or make-believe?"

### THE MUSIC BEAT

Have you ever heard a cool, popular song in a commercial? This is another trick to get people to buy a product just because they hear a song they like in a commercial.

**What to do:** If you like a song you hear, buy the song and skip the product.

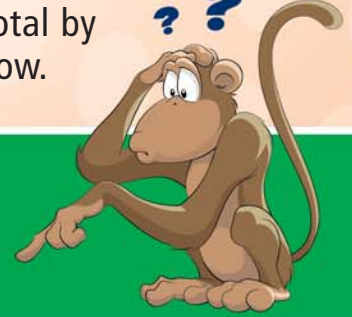
"IT LOOKED A LOT BIGGER IN THE COMMERCIAL."



# COMPARE THE COINS

Add up the coins on each side and write the total. Then, compare each total by using the symbols:  $<$ ,  $>$ , or  $=$ . Write your answers in the white boxes below.

???



**1**

=

**2**

=

**3**

=

**4**

=

answer: 1.  $<$  2.  $>$  3.  $=$  4.  $<$

## ARE YOU IN LOVE WITH COMMERCIALS?



1. Do you fast-forward through TV shows to get to the commercials?
  - Yes       No
2. Do you get the urge to shop right after watching a commercial?
  - Yes       No
3. Have you ever told your brother or sister, "keep quiet I'm trying to watch a commercial"?
  - Yes       No

**IF YOU ANSWERED "YES" TO ANY OF THESE QUESTIONS, YOU PROBABLY WATCH TOO MANY COMMERCIALS!**

**209.549.8500**  
**877.549.4567**  
[valleyfirstcu.org](http://valleyfirstcu.org)

**NCUA**  
National Credit Union Administration, U.S. Government Agency

**EQUAL HOUSING LENDER**