

SNAPSHOT

EXCERPT

Magazine

**Extreme
Manoeuvres**

CREATORS OF
Cool

**I Want
to Believe!**



CHENELIÈRE
ÉDUCATION

Fun articles,
stories
and games

MAKE MONEY DOING WHAT YOU'RE GOOD AT

Everyone has aptitudes. What are yours?
Are you creative, **outdoorsy** or tech-savvy?
You can turn your skill into a money-making job. Here's how!

If You're Into Arts...

Create and Sell Your Homemade Creations

Do you create nice jewellery, ornaments, paintings or wood crafts? Do you make original products? Sell your products at a local farmer's market or art fair. You can even sell your creations in an online marketplace for artists and craftspeople. There is a lot of demand for original work these days!



Design and Sell Cool T-Shirts

Draw fun pictures and start taking orders! Many online companies allow you to **upload** your artwork and print it on T-shirts. By printing on demand, you order only what you sell and don't get stuck with extra inventory. Look for companies that can print your designs quickly and at a fair price.

Advertising Tips
Take good-quality pictures of your creations on white backgrounds, or make short videos of them. Use social media to share the links to a website or online platform where people can order your products.



If You're Into the Great Outdoors...

Become a Dog Walker

Many people adopted pets during the COVID-19 pandemic. They don't all have the time to take their dogs for daily walks. That's where you come in! If the dogs are sociable, you might be able to walk them together, and they get to make doggy friends.



Offer a Mobile Car-Washing Service

Offer to wash your neighbours' cars in their own driveways. Everyone likes a clean car, but they don't all like to wash them! You can diversify your **offering** by cutting grass in the summer and shovelling snow in the winter. Bonus if you can get your neighbour to hire you for all three services!



Advertising Tips
Check your town's or city's regulations. If it's permitted, distribute a print ad in mailboxes around your neighbourhood. Offer a limited-time discount on your service to attract clients and build references.

If You're Into Technology...

Watch Ads, Make Money

You won't make a fortune, but some companies pay teens who are over 13 years old to watch their advertisements and share feedback. Make sure to always read the **fine print** in the contract. Some of these companies pay you by giving you credit to shop on specific websites.



Livestream Your Gaming

Are you a super gamer with an engaging personality? Do you have a high-quality microphone and camera? Livestream your gameplay while you interact with a live audience. You might be able to make some cash! It's important to be original to be a successful streamer who **stands out** from the crowd. You can make money from livestreaming, but be patient: It can take a while to attract lots of followers.

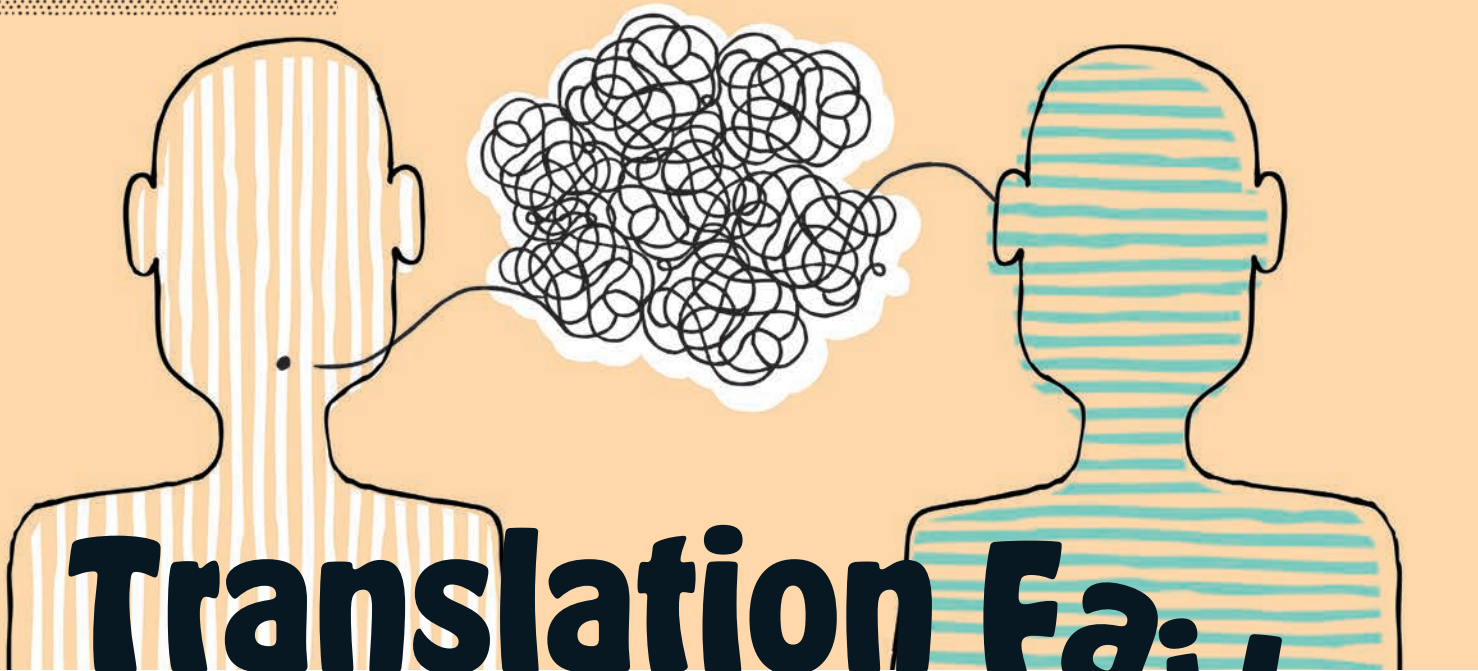


Advertising Tips
Use social media to promote your brand. Come up with a memorable name. Stick to a regular schedule so that your followers know when to tune in to your channel. Tell people when they can see you next.

Whatever you choose to do, make sure people know about it! Use what you learned about advertising to make a good ad. Always check with your parents before agreeing to any contracts or associations with companies. Have fun!

GLOSSARY

outdoorsy: enjoys nature
upload: transfer from a device to a network
offering: product or service
fine print: details in a contract
stands out: is easy to see or notice



Translation is a delicate art. Sometimes, what sounds good in one language makes no sense—or worse, is completely offensive!—in another language. Even advertisers make **cringeworthy** translation mistakes.

1 Eat Your Fingers



The Kentucky Fried Chicken® (KFC) “It’s Finger-Lickin’ Good” slogan became “Eat your fingers off!” in a Chinese language. Hopefully no one took that slogan seriously!

2 A Hairy Experience



Haircare company Clairol® got into an embarrassing situation in Germany with advertisements for its new hairstyling tool called a “mist stick.” In German, the word “mist” is slang for “poop.” One thing’s for sure—no consumers were interested in putting anything to do with poop in their hair!

GLOSSARY

cringeworthy: embarrassing
acronym: abbreviation that uses the first letter of each word

3 “Be the GOAT”



In 2023, sports clothing and equipment company Columbia® Sportswear created an advertising campaign that told consumers to “Be the GOAT.” In English, “GOAT” is an **acronym** that stands for “Greatest of all time.” In French, the term “GOAT” was translated literally into “Sois la chèvre”! Consumers were quite confused by this demand!

4 Back from the Dead



There are rumours that the Pepsi® slogan “Come Alive! You’re in the Pepsi® Generation” was translated into something scary in a Chinese language. The company has never denied the claims. According to reports, the slogan was poorly translated into “Bring your ancestors back from the dead,” which was very offensive to the community it wanted to entice. It didn’t help sell the soft drink!

5 Don’t Ask That!



The Association of Milk Producers’ popular “Got Milk?®” advertising campaign in the 1990s accidentally asked all Mexicans, in Spanish, “Are you **lactating**?” Yikes! That is a question about something private that is none of the Association of Milk Producers’ business!

6 Monster’s Choice?



The mascot of the canned and frozen vegetable brand Green Giant® is named the Jolly Green Giant. In Arabic, “Jolly Green Giant” became “Scary Green **Ogre**.” Does thinking of big green monsters make you want to eat corn and peas? It makes us want to run away!

7 Something Tastes “Off”...



In what country did Coca-Cola® become “Bite the **wax tadpole**”? If you guessed China, you guessed right! In the 1920s, the soft drink company translated its name **phonetically**, but the translation was misunderstood. In response, the company changed its slogan to the much better “can mouth, can happy.”

8 Save Nothing



HSBC® bank’s “Assume Nothing” campaign was translated into several languages as “Do nothing.” Uh-oh. Doing nothing with your money is a personal choice, but if you want to earn interest, we suggest you put it in a **savings account**!

GLOSSARY

lactating: producing milk for babies
ogre: large monster that eats people
wax: substance candles are made of
tadpole: baby frog with a tail and no legs
phonetically: where the letters represent specific sounds
savings account: bank account to store money



1. *Mad for Ads: How Advertising Gets (and Stays) in Our Heads* (2021)

by Erica Fyvie. What tricks do advertisers use to get consumers to buy their products? Dive into the world of advertising and learn how it is used to manipulate people to buy. This fun and engaging book will help you become a smarter consumer.



2. *The Young Entrepreneur’s Guide to Starting and Running a Business*

(2014) by Steve Mariotti. This best-selling book will take you through all the steps you need to follow to run a successful business, including how to advertise and market your product or service to appeal to your target consumer.



3. *So Yesterday* (2004) by Scott

Westerfeld. Hunter’s blog about advertising and trends gets him a job as a trendsetter for a shoe company in New York City. When his employer is kidnapped by an anticorporation terrorist group, can Hunter and his friend Jen rescue her?



4. *Under the Influence* (2012–present),

hosted by Terry O’Reilly. Do you know what effect the word “free” has on you as a consumer? Why do boring products sell well? Do advertising campaigns that use animals do better than those that don’t? With hundreds of episodes to choose from, this podcast is sure to make you a savvy consumer!



5. *The Social Dilemma* (2020),

directed by Jeff Orlowski. Learn how companies use persuasive design techniques and surveillance-based advertising on social media to make you choose their products and services. You will never see social media the same way again!

Can Advertisers Trick You?

Are you an advertiser's dream audience? Answer this questionnaire to find out what effect advertising has on you. Put a check mark next to your responses.

- 1** Do you want to buy a product when your favourite celebrity **endorses** it?
☐ always ☐ often ☐ sometimes ☐ rarely ☐ never
- 2** How often do you buy a product because it has colourful or **eye-catching** packaging?
☐ always ☐ often ☐ sometimes ☐ rarely ☐ never
- 3** Do you ever feel pressure to buy a product because your friends have it or want it?
☐ always ☐ often ☐ sometimes ☐ rarely ☐ never
- 4** How often do you buy a product that you don't need just because there is a discount?
☐ always ☐ often ☐ sometimes ☐ rarely ☐ never
- 5** Do you click on ads on social media to learn more about a product or service?
☐ always ☐ often ☐ sometimes ☐ rarely ☐ never
- 6** Do you ever ask your parents to buy you a product after seeing an ad for it?
☐ always ☐ often ☐ sometimes ☐ rarely ☐ never
- 7** Do you trust product **reviews** and recommendations by social media influencers?
☐ always ☐ often ☐ sometimes ☐ rarely ☐ never

- 8** Do you pay more attention to ads that use humour or funny characters?
☐ always ☐ often ☐ sometimes ☐ rarely ☐ never
- 9** Do you want to buy the **latest** gadgets?
☐ always ☐ often ☐ sometimes ☐ rarely ☐ never
- 10** Do you pay attention to the ads in your favourite TV shows, movies or online videos?
☐ always ☐ often ☐ sometimes ☐ rarely ☐ never
- 11** Do you research companies before buying their products?
☐ always ☐ often ☐ sometimes ☐ rarely ☐ never
- 12** Do you buy a product if you like the song in the commercial?
☐ always ☐ often ☐ sometimes ☐ rarely ☐ never

RESULTS

Add your points to see how much—or how little—you fall for advertising!

Always = 5 points
Often = 4 points
Sometimes = 3 points
Rarely = 2 points
Never = 1 point

51–60 points: You are super susceptible to advertising, and you fall for it all the time. Try to think about what you really need. It will save you a lot of money!

41–50 points: You are very susceptible to advertising, but it doesn't always get you. Start paying attention to advertising techniques, and try to **break free**!

21–40 points: Advertising has some influence on you, but you're not completely controlled by it. You seem able to make your own decisions. Keep paying attention to how companies try to manipulate you.

0–20 points: You are an independent thinker who doesn't let advertising rule their choices! Companies are always looking for new ways to capture your attention, so stay aware!

GLOSSARY

endorses: publicly supports
eye-catching: attractive
reviews: critiques, opinions
latest: most recent
break free: escape

SNAPSHOT

Magazine

Secondary 2

Get a fresh take on *Snapshot* themes with this fun-filled magazine. You'll want to snap it up when you see all of the cool things it has to offer!

SNAP Reads

Want to master some extreme sports moves, find out what cool generation shares your values or learn how to make a stop-motion movie? From strange news to unique things to do in Québec, this magazine will keep you turning pages!

SNAP Picks

Want to know more? Read a cool book, watch a great movie or TV series, or maybe listen to a podcast. There are 40 recommendations to choose from!

SNAP Fun

Scrambled words, personality quizzes, word searches, mystery messages, word chains and more... which activity do you like best? Try them all and find out!