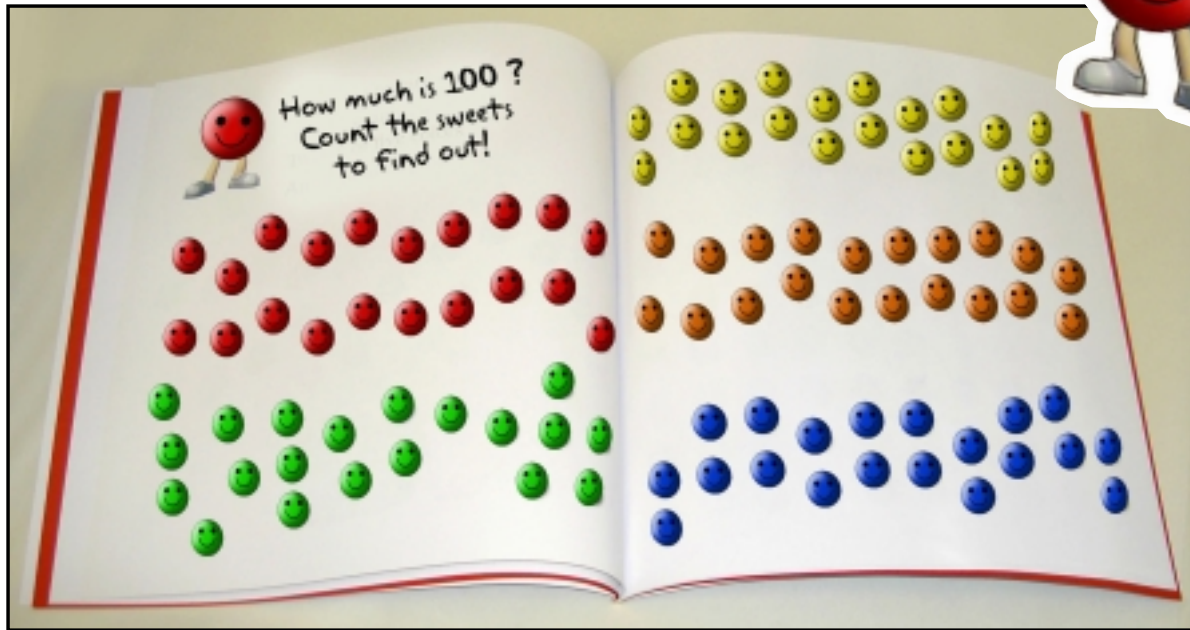
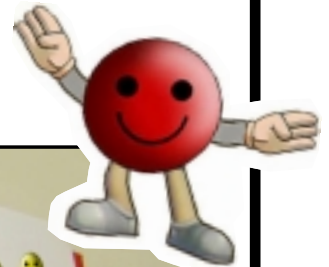


# Count it, remember it, buy it

This is a copy of pages from a counting book for young children, bought in 2005.\* The book was designed by a food company that sells sweets.



After reading the book, which of the following sweets do you think a young child is most likely to ask for? .....



1



2



3



4

Why do you think the food company designed the counting book in this way?

.....  
.....  
.....  
.....  
.....



\* Note: The picture has been changed a bit so that you can't see what the real product is. The point is, this type of marketing is used by lots of different food and drink companies to get little children interested in their food and drink brands.