**Companies manipulate your children with ads**

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Big companies and brands are nowadays distributed all over the internet and they advertise their products also all over the internet. Especially children are easy to trick with some ad gimmicks. The companies design their adverts children friendly and colourful, to get the interest of the victim which in our case is the child.

The problem with such marketing strategies is that some of these products are not as good as they were shown in the ads. The victims get tricked by these advertisements because of their lack of experience with such things.

**Negative impact on children**

Those manipulative advertisements trick the victim mentally. After watching the ad in which the product is shown perfectly fine, with no lacks of quality or other downsides, the children think the product will be as fine as the ad showed them but in reality there is no chance to get a perfectly fine product.

After buying the product and noticing the quality issues, the children which have fallen for this ad will be unhappy. They will lose their trust in future advertisements which show for instance a good product.

**How to reduce the impact of advertisements**

First of all you can try to install an adblocker on your child's cell phone in order to prevent these ads. Your children won’t be happy with crappy action figures. Buy them a well-advertised but crappy action figure and hand it to them. The next time they won’t listen to ads anymore.