

The Brand Name Challenge

Chasing after that elusive higher standard is a lifelong struggle. Give your kids the tools they need to fight this urge while they're still young.

The Goal:

Show your kids how retailers influence our emotions and spending habits and how to shop without dropping more money than planned.



Pointers to cover:

- The dramatic price difference that often exists between a brand-name article of clothing and a cheaper knockoff.
- The similar quality of the above two items.
- How designer companies are in essence charging us to advertise for them.
- Circumstances when a more expensive item is worth the price.
- Ways to build self-confidence exclusive of material possessions.

Conversation starters

For kids under age 9:

- Why do so many people prefer to buy more expensive clothing?
- If you could buy two of one item for the same price as one item from a more expensive company, would you rather have the designer item or two cheaper knockoffs?
- Are more expensive items ever worth the price?

For kids over age 9:

- Why do people admire others because of their possessions? Does owning something really make you a better person?
- Is it a sign of confidence or inferiority to always need to buy brand-names?
- Can you think of times when it pays to purchase the more expensive item?
- If you would have the chance to own something brand-name, but no one would know it was really a designer item, would you still want to buy it? Why or why not?

Helping children determine valuable differences between brand-name items and less expensive knockoffs can set the groundwork to help them make informed budget decisions in the future.