



POWEROO

Co-Viewing Guide

Turn any living-room ad into a trick safari

For the safari copilot · Tricks & Traps Territory

Why this guide

The agent's radar is trained at the academy, but it's sharpened on your own sofa. This guide makes you their safari copilot: the one who catches tricks **alongside** them, with humour, no lectures. The rule that governs everything: we don't teach that «the world wants to fool you» — we teach that «you have a radar». Fear and cynicism, out. Curiosity and play, in.

The living-room safari in 3 steps

1 Pick the prey

An ad on TV, a video, a box at the supermarket, a shop window. Any message that wants you to do something.

2 Throw the challenge

«Can you catch it before me?». Don't explain the trick: let their radar find it. The catch is worth more than the explanation.

3 Name it together

Every caught trick is said with its catalogue name. Naming is disarming. And celebrate the catch — theirs and yours.

The 5 trick families — your grown-up cheat sheet

Each family has a «tell» you'll spot instantly. These notes are for you, not to recite: your job is to ask, not to give the answer.

Fake rush

«Today only!», countdowns, «last few left!». The tell: they push you to decide while running. Hook question: «what happens if we wait until tomorrow?».



Everyone has it

«Everyone's got one», «don't be left out». The tell: peer pressure disguised as a fact. Hook question: «how many is «everyone» really?».



The star who gets paid

A celebrity or influencer recommending something. The tell: lending a face costs money. Hook question: «what does he gain if we believe it?».



The gift with a hook

«Free!», surprise chests, spin wheels. The tell: the free is the door; the payment waits inside. Hook question: «what does it want us to do next?».

Just one more round

Streaks, autoplay, «you're missing out». The tell: built so you can't put it down. Hook question: «who decides when we stop, you or the app?».



The most important catch: the radar that does NOT beep

The hardest trick to teach isn't catching — it's **not over-catching**. A radar that beeps at everything is useless. When your child distrusts grandma, the teacher, or a clean trade from their sibling, that's your cue to step in: «the people who love you are not messages trying to sell you something». Spotting that there's **no** trick is worth as much as catching one. No cynicism: the radar points at messages, never at people.

Hook phrases to start the catch

- «Ooh, that ad wants something from us... can you catch it?»
- «Does that celebrity really eat this, or are they paid to smile?»
- ««Today only», says the clock... do you believe it?»
- «Count how many is «everyone» really.»
- «Free? Let's find the line: what does it want us to do next?»
- «Are we stopping because we want to, or because the app won't let us?»

What we do NOT do

- ✗ Don't turn the safari into a lecture: you catch by playing, you don't explain.
- ✗ Don't get angry at the world: you can catch an ad's trick AND laugh at the ad. Both.
- ✗ Don't distrust the people who love you: the radar is for messages, not family.
- ✗ Don't use fear («they'll fool you»): we use power («you have a radar»).