



Stage 6: Advertising and packaging

Learning objectives:

- To promote a yoghurt café
- To design and make takeaway packaging

Stage overview:

In this stage, the children use their Design & Technology skills to design and make takeaway packaging and promotional material for their yoghurt cafés. Cross-curricular English opportunities are built in when the children plan and perform their own television advertisements.

Materials needed:

- Food advertisements from magazines
- Coloured paper and card
- Pencil crayons/ felt tip pens

Presentation notes:

Slide 2: Promotion	- Ask the children to talk to their partners about what they understand the term 'advert' to mean and explain that businesses use advertisements to tell people about their product or service and encourage customers to come.
Slide 3: Exploring food advertising	- Give the children a selection of food advertisements from magazines and ask them to look at what the businesses have done to persuade customers to buy their product. Do they think it has worked? Would they like to try? Why?
Slide 4: Designing promotional material	- The children take inspiration from the promotional material that they have examined to design their own written advertisement for their yoghurt cafés. - Remind them to describe/ explain how their café is better than their competitors. - Remind them to include the price and special offers e.g. lower introductory prices, buy one get one free etc.

Slide 5: Performing promotional material	<ul style="list-style-type: none"> - Ask the children to work in groups to plan and perform a simple television or radio advertisement for their yoghurt café. - Remind them to speak at a clear pace and volume when they are presenting. - Assess spoken language during their performance.
Slide 6- 11: Plastic packaging	<ul style="list-style-type: none"> - Use the presentation to lead a discussion about the environmental effects of non-recyclable plastic packaging. - In business groups, ask the children to imagine that their café has a take away service and brainstorm how they could package their yogurt flag desserts without using plastic (paper plates, boxes, paper bags etc.)
Slide 12: Designing and making packaging	<ul style="list-style-type: none"> - Ask the children to draw and label a sketch of their take away packaging. - The children should then make and decorate an example of their take away packaging.

National Curriculum Links:

Subject	Topic	Objective
Design and Technology	Design	<ul style="list-style-type: none"> - Design purposeful, functional, appealing products for themselves and other users based on design criteria. - Generate, develop, model and communicate their ideas through talking, drawing, templates, mock-ups and, where appropriate, information and communication technology.