

cookies on wheels



Girl Scouts will learn some advertising basics and the value of teamwork as they work together to plan, design and create ways to build a mobile cookie store!

Get Ready

Materials:

- Poster board – 3 sheets per wagon
- Markers or Colored Pencils
- Glue
- Pictures or clip art (see www.LittleBrownie.com)
- Scissors
- Ruler or tape measure
- Packing tape
- Wagon(s)

Preparation:

- Make copies of Cookies on Wheels planner
- Hang chart paper for brainstorming ideas
- Print out cookie clip art in varying sizes



Step 1: Mobile Marketing!

1. Explain that the purpose of marketing is to draw the customers' attention to a specific product. As a business owner your advertising goal is to have your product noticed.
2. Discuss techniques that companies use to grab the attention of potential consumers
3. Discuss advantages of moving versus stationary advertising: van/car/truck versus billboards.
4. Explain that the purpose of this activity is two-fold. Its main objective is to advertise the Girl Scout Cookies you plan to sell, but the design will also be creating additional storage in the wagon to haul the cookies.
5. As a group, make a list of design ideas or key words to use on your wagon topper such as: Group/Troop number, cookie price, clipart of cookies, your goals, your Gift of Caring cause, etc...



Step 2: Design Time

1. Form design teams by dividing the girls into groups.
2. Hand out the “Cookies on Wheels planner” and colored pencils.
3. Have each team design a topper for their wagon.

Step 3: Construction Crew

1. Take three sheets of poster board and fold each in half lengthwise.
2. Tape the three folded sheets end-to-end, overlapping about ½ to 1 inch. Do not tape the ends together.
3. Place the poster into the wagon that it will be used in. Using a light pencil draw a dotted line along the edge of the wagon onto the poster, so the team knows where to stop decorating. Also, overlap the ends of the poster board and mark where they will be taped together. Draw a light “X” on the area that doesn’t need a design. (See diagram below.)



4. The team can now decorate their wagon topper.
5. Once designs are complete, place the topper in the wagon and tape the end segments together. Tape the poster board in place inside the wagon for additional security.

Step 4: Let’s Roll

Load up the wagons and take your cookie stores through the neighborhood on your next walkabout





cookies on wheels planner

What's the Message?

Write down the "Key Words" you want to include on your sign:

1. The words "Girl Scout Cookies"
2. Cookie Price
3. _____
4. _____
5. _____
6. _____
7. _____

What are some design ideas or graphics you want to include on your sign:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

What's the Look? Before you begin, sketch your design here. What colors will you use? What craft supplies will make your sign stand out? Clip art from www.littlebrownie.com makes great decorations.

Front of Wagon

Right Side of Wagon

Back of Wagon

Left Side of Wagon

Supply List

- | | |
|-----------|------------|
| 1. _____ | 7. _____ |
| 2. _____ | 8. _____ |
| 3. _____ | 9. _____ |
| 4. _____ | 10. _____ |
| 5. _____ | 11. _____ |
| 6.. _____ | 12.. _____ |