

cookie concession box

PROGRAM LINK: [Girl Scout Junior Badgebook](#) (GSUSA, 2001) – Cookie Connection Badge; Prints and Graphics Badge; Communication Badge; Business Wise Badge



Girl Scout Juniors learn the basics of marketing communication as they create this unique “walking cookie store” to carry cookies everywhere they go

Get Ready

Materials:

Copy paper box lid(s)
Markers
Colored Pencils
Ruler
Ribbon (1 ½” wide) (approx. 15 feet per box)
Scissors and/or pinking shears
Tacky glue
Stapler and staples
Pictures or Cookie clip art from www.LittleBrownie.com
Paint and Paintbrush (Optional)



Preparation:

Copies of Concession Box Planner, one for each girl
Print cookie clip art of varying sizes
Paint box lid(s), if desired, or if needed to cover graphics on box (Let dry overnight)
Make a model *Cookie Concession Box* (or show girls a picture) to inspire them

Step 1: Plan It

1. Discuss techniques that companies use to grab the attention of potential consumers.
2. Talk about what types of “marketing techniques” catch their eye on the television or when they go shopping. (Colors, various fonts, pictures, celebrity endorsements)
3. Identify places where the Cookie Concession Box could be used. (sporting events, neighborhood sales, college sorority sale, booth sale).
4. Hand out colored pencils and a copy of the Concession Box Planner.
5. With a partner or in a small group have the girls brainstorm ideas for decorating their box lids and sketch it on the Concession Box Planner.
6. Once girls have planned or sketched their “look”, have them complete the section where they list the supplies they will need to gather to complete their design.
7. Gather necessary supplies from the supply table.



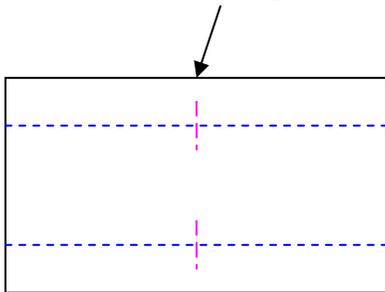


Step 2: Create It

If the copy box lid has graphics it may be necessary to paint the outside of the lid. Use white paint, or make it fun with a light or a bright color (spray paint works well). Let it dry over-night.

1. Place the box lid with the edges up so as to create a tray shape.
2. Instruct girls to decorate only the front of the "Concession box."
3. Cut a minimum of 15 feet of ribbon per box. Fold ribbon in half and cut to form two 7 ½" ribbons of equal length. (Pinking shears or other decorative cutting scissors make nice edges.)
4. Turn box lid upside down. Using a ruler measure 2" from edge of front and 2" from edge of back of box for ribbon placement. With a pencil, lightly mark a placement line. (See example below)
5. Next locate the center of the box and place a mark across each ribbon placement line. (See example below)
6. Fold each 7 ½" of ribbon in half. Place the ribbon's fold on the center of the placement line and glue in place along the bottom and sides. Repeat with the 2nd ribbon.

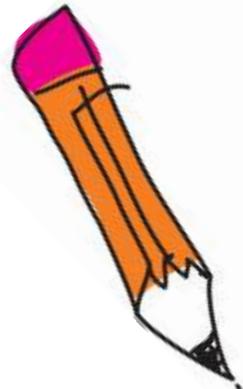
Fold of ribbon goes here



7. Staple the ribbon to the edges of the box to reinforce the sides.
8. After attaching the ribbons, decorate the sides.
9. Tie the ribbons, adjusting the length to fit the girl.

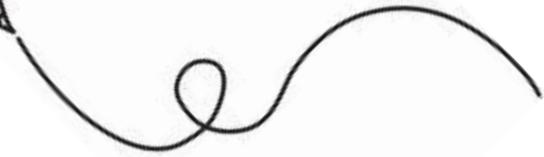
Step 3: Concession Box Parade

Fill with boxes of cookies and show off your new, fun and portable cookie display.



concession box planner

What's the Look?



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

Front Design

When you design the sides, first draw where the ribbons will be on each side.

Left Side Design

Right Side Design

Supplies I'll need to complete my project:



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Concession Box - Juniors - English