



CAR WASH CAPER

Advertising is important.

Elena's school is holding a car wash to raise money for band uniforms, but the students haven't gotten many customers. The Secret Millionaires Club helps the school get the word out about the car wash through advertising. They learn that a business advertises to build its brand and create customer awareness.

Help kids learn why companies advertise.

Ask kids: What are some ways that businesses advertise? How does advertising help companies build sales? Warren points out that we "advertise" ourselves through our actions. What are some ways you can advertise your positive qualities?

Build kids' awareness of media messages.

Have your club be detectives who search for and examine television commercials and ads on websites, on billboards, in magazines, on the radio, and in public places. Have kids report their findings at the next meeting. Did they spot ads at a sports stadium or on a bus? Did they see a shirt advertising a company? Discuss why companies place their ads in different places.

Activities:

1. Some businesses create jingles, or catchy phrases, to build customer awareness of their products. Encourage your club to think of some popular jingles associated with certain products. Then have small groups choose a product or service and write a short jingle about it like Warren did for the car wash:

*If you want to help a high school band
Get your car washed now
We do it by hand!*

Have groups sing or recite their jingles.

2. In pairs, have club members create and design an ad campaign for a new pair of sneakers. Ask: What will you name the sneakers? Will a special character or celebrity help sell them? Can you come up with a fun slogan or cool logo to sell your product? Have pairs develop print ads and "produce" a commercial to be presented to the club. Discuss the commercials and identify their strengths.

Tip: Encourage your club to think of ways to advertise events and activities at your school to help make them a success. For instance, what would be some good ways to advertise the Secret Millionaires Club "Grow Your Own Business Challenge"? Posters, fliers, and banners can be a good way to draw attention to an event or activity.

