

Marketing Your Mother



Innovative Moms

Here are some fun ways to celebrate “Mothers of Invention.” Many inventors are Mothers! Did you know that the inventors of Barbie, alphabet blocks, Barney, and the baby bouncer were all mothers? Many invented because of their “mom” experiences. Moms are always solving problems of one kind or another!

ACTIVITIES

Here’s an interesting example. Marion Donovan did not enjoy changing diapers frequently. In the 1950s people used cloth diapers. The surrounding wet areas on bedding and clothing were annoying. She solved that problem with a shower curtain. She made a diaper cover. Ten years later, Pampers® were invented, perfecting her idea with a disposable paper diaper covered in plastic. It took a mom to solve the problem!

Activity: "Marketing Your Mother"

Here is a fun activity that can take one class period or become a whole unit. It can be modified for every grade level. Kids will have a great time creating advertising campaigns to market their mother. (Alternately, they could choose a guardian, grandmother, or aunt instead.)

Begin by assigning homework of watching TV commercials or looking at print ads about one product. Kids can pick a movie, a computer, an Ipad, shoes, stores, or even toothpaste. Ask them to pay special attention to how the advertisements make people try to buy the product. They can jot down notes, bring in pictures from magazines, or just remember what they saw.

When they come in, lead a quick discussion about the advertisements they saw. Using the board to write their ideas, elicit ways marketing uses music, logos, catchy phrases, humor, and testimonials to make you buy a product, see a movie, or shop in a store. Now tell kids they are going to design an advertising campaign to market their mother. They can do a print ad, a television commercial, or a song. They need to begin with the worksheet to help them decide on the things they want to focus on. They can use this to develop their logo and art work.

Depending on how much time you want to spend, you can have a variety of work products. Have them make a PowerPoint presentation with pictures. Have them act out a commercial for the class and then later at home for their family. Since they are so expert on the subject, this can be an activity that works for everyone in your class. Enjoy and send home the most unusual

present their mom will ever get. See the next page for the Marketing Your Mother activity sheet!

Marketing Your Mother Activity Sheet



ACTIVITIES

In this activity, you will be designing a strategy to “Market Your Mother” (or female guardian, aunt, or grandmother). Before you begin, you need to know the “product.” Answer these questions to give you some things about your mom that you will focus on in the marketing campaign.

What is your mom’s name?

What makes your mom special?

What is something she does better than anyone else? (For example, think of things she cooks or how she makes you feel better when you are sick.)

What is the most fun thing you have ever done together?

Read all the answers and come up with a catchy phrase or song about your mom. Hint: Find words that rhyme with her name to use in your ad. Write your phrase or song here:

On the back of this sheet, begin to draw a logo for your mom. A logo is short for logotype. It is a graphic design that represents an organization or product—or in this case, a person! It can have words in it. You can even start with your mom’s name or make a picture of something you wrote about above. You can make a PowerPoint, an ad for a magazine, or a television commercial to share with your class—and your mom!