



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.

Let kids be detectives who search for ads around them. Along with television commercials, have them look for ads on web sites, on billboards, in magazines, on the radio, and in public places. Do they spot ads at a sports stadium or on a city bus? Is someone wearing a shirt that advertises a company's name or logo? 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 child to think of some popular jingles she associates with certain products. Then have her 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!*

Let your child perform the jingle for your family.

2. Have your child create an ad campaign for a new pair of sneakers, and sketch out the design on paper. 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 your child develop print ads and "produce" a commercial that you videotape. Watch the commercial, and discuss how ads build brands.

Tip: Is your child's class holding a bake sale or a movie night to raise money for a field trip? Is your child's baseball team recycling cans and bottles to raise funds for a certain charity? Encourage your child to think of ways to advertise about the event to help make it a success. For instance, creating posters or fliers can let people know about the cause.

