

Chocolate Inventing

For parents: Chocolate Inventing will help your child explore the ways brands research, design and sell new chocolate products, as well as how brands compete with each other, and work to appeal to their customers.

This activity is suitable for KS2 and KS3, and can also be enjoyed by KS1 children with parental support. Curriculum links include numeracy, literacy, PSHE, art, and design and technology.

We're going to be learning about chocolate inventing, so let's start with the most important question - what is your favourite chocolate bar? Draw or write your answer below:

My favourite chocolate bar:

Now any company or brand creating a new chocolate bar needs to follow 4 steps, which we are going to look at.

Step 1: Market Research

Market research means finding out which products are already for sale and what other companies are making. This is a great way to discover what works and what customers like, and to make sure your new chocolate will be different from everyone else's!

We are going to have a go at doing our own market research now. On the next page are some pictures of chocolate bar wrappers from the Museum – some of them are new, some of them are very old! These wrappers will be our research.

We are going to be thinking about four things in our research:

- **Characters** – do any of the wrappers have a character like an animal or a person on them?
- **Eye catching design** – do any of the wrappers really stand out with bright colours or big pictures?
- **Logo** – can you see the name of the chocolate bar?
- **Clever packaging** – this might be packaging that uses pictures or colours to tell us things like the flavour or texture of the chocolate bar.

Now have a look at the wrappers on the next page, and in the research boxes draw the examples you find. If you have any questions, ask an adult for help.

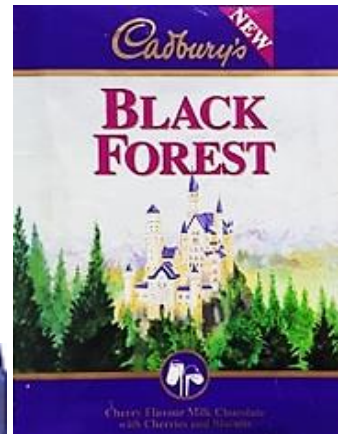
MUSEUM of BRANDS

Character:

Draw a character you can see on a wrapper

Eye catching design:

Draw something that stands out below like bright colours



Logo:

Draw a logo, or chocolate bar name, from the wrappers

Clever Packaging:

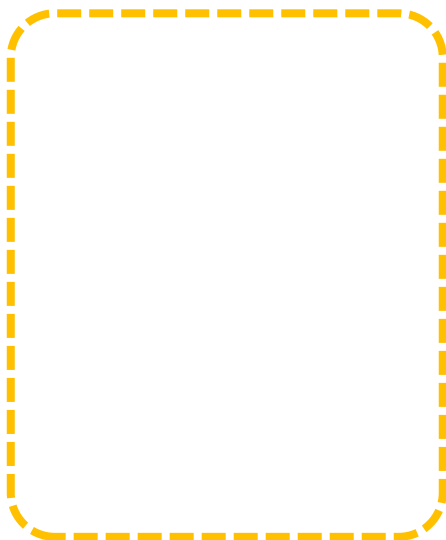
Draw a clever wrapper from above, like one that shows us the flavour or texture

That's our market research done! Now it's time for the next step.

Step 2: Your Customer

Before we create a chocolate bar, we need to know who it's for, as this will help us to decide on ingredients, taste, and our packaging. Would you like to sell your chocolate to grown-ups, children, boys, girls, or somebody else?

Have you decided who your customers are? Have a go at drawing one of them here, and thinking about what they might like:



My Customer

Age (adult, child...):

Favourite flavour:

Favourite colour:

Favourite animal/characters:

Now you know who your chocolate bar is for, it's time to have a go at designing it!

Step 3: Designing

When brands design a chocolate bar, they need to think about the ingredients, the flavour (sweet, rich, salty...), the texture or feel (chewy, runny, hard...), and how much the chocolate bar will cost.

On the next page, have a go at designing your new chocolate bar. Think of a name, then choose ingredients from the list and try to add up how much it will cost. Then think about what it will taste like, its texture or how it feels, and what it will look like unwrapped.

My Chocolate Bar's Name:

Ingredients		
Chocolate Base 20p		
Popping Candy + 10p	Fruit + 30p	Ginger + 30p
Caramel + 20p	Mint + 10p	Marshmallow + 5p
White Chocolate + 15p	Biscuit wafer + 35p	Mystery ingredient + 25p

Ingredients.....
.....

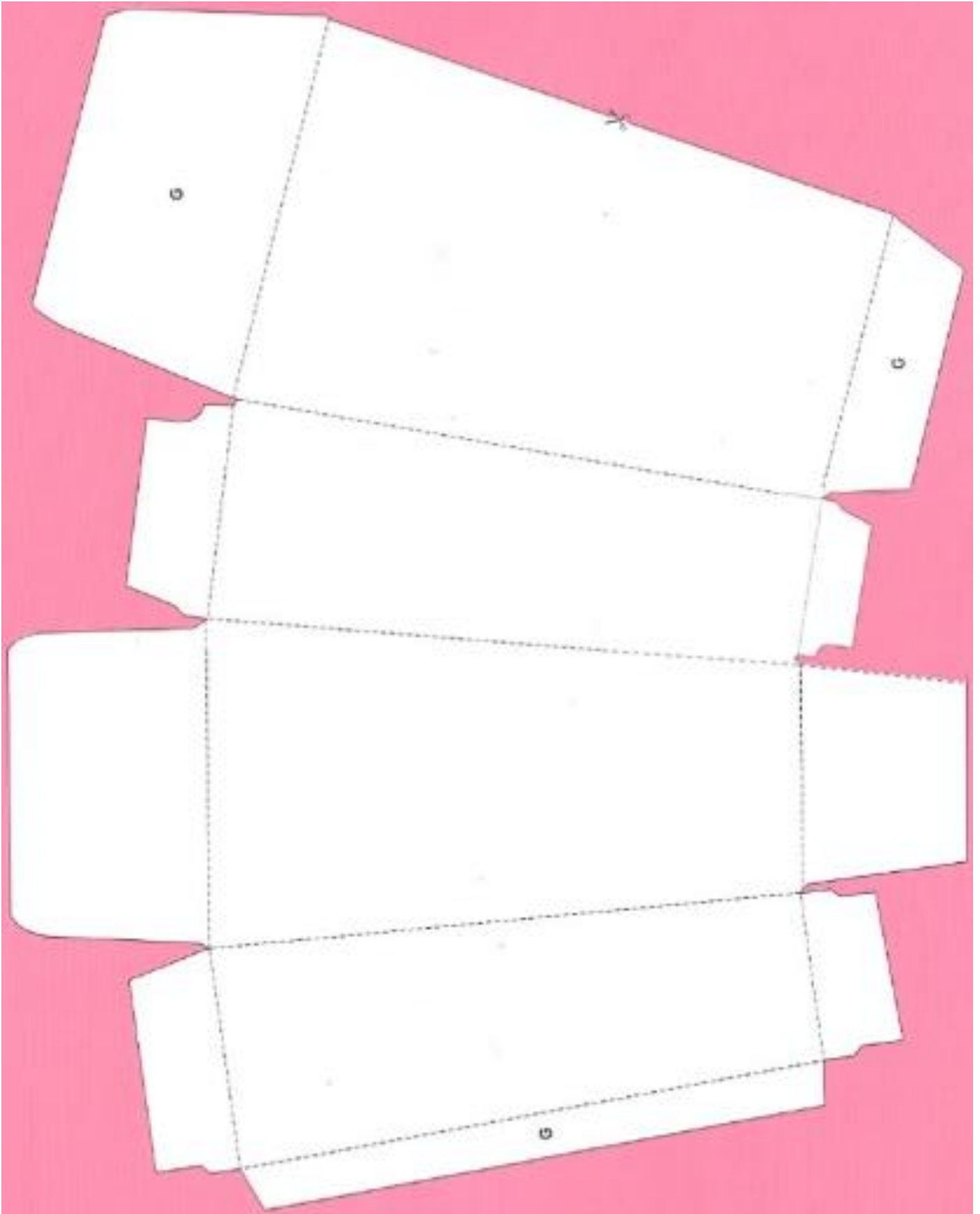
Taste:.....
.....

Texture (feel):.....
.....

Price:.....

What my chocolate looks like unwrapped:

Now you know what's inside your chocolate, it's time to design your packaging! This is one of the most important parts, as the packaging needs to stand out in shops, and make people want to buy it! Have a go at designing your packaging below – remember your market research, it's good to make it eye catching or bright, include the name of your chocolate bar, and you might like to add some characters. When you're finished you can cut this out and stick it together to make a real box, so make sure it's your best design!



Now your chocolate bar is designed and ready to be packaged, there's one final step. Selling your chocolate!

Step 4: Selling

Once a company has finished researching and designing their chocolate bar, the final step is to sell it. Normally brands create adverts to help customers find out about their new product and encourage them to buy it.

For the final step in creating your chocolate bar, you need to make an advert to sell it. You can make a poster for it in the space below, or write and sing a song, or create and perform a play for your family – remember to include your chocolate bar's name, what is inside it, and why you think people will like it!

My advert:

While you're here...

The Museum of Brands is a registered charity and independent museum, and relies on your support to care for our collection and to continue to provide learning opportunities for students and families across the country. If you have enjoyed this digital resource please consider visiting <https://www.museumofbrands.com/online-resources/> to make a voluntary donation to help us continue our work, and to take a look at our other free online resources.

We look forward to welcoming you to the Museum again soon!