

# WORKSHOP EXTENSION ACTIVITY

Built by The Home Depot Kids Workshop

## December Santa Bingo

Ages 5-12

### Catching Your Eye

Imagine you're in a toy store, and the shelves are filled to the brim with new games and toys. As you walk down the aisles, what would make you stop browsing and take a closer look at one of the boxes? Write some of your ideas below:



### Customer Seller

Since you just developed your very own Santa Bingo, pretend that you are no longer the customer in a toy store . . . instead, you're the seller!

If you were in the business of creating and selling games, you would need to think about your **marketing strategy**—two business words that describe how you convince people to buy your product! While commercials and advertisements are a big part of a product's marketing strategy, a game's packaging is important too. It's the packaging (e.g. the box) that will catch people's eyes as they wander through a store!



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Your challenge is to create a design for a Santa Bingo game box that appeals to these two groups of people! To help you create a box that can do just that, take a moment to brainstorm:

What would make KIDS interested in Santa Bingo?	What would make ADULTS interested in Santa Bingo?

## Design Time

Now use your brainstorming and the instructions below to create an eye-catching box for your game!

### You'll need:

- Your Santa Bingo
  - Paper/cardboard gift box
  - Craft paper
  - Glue
  - Colored Sharpies, colored pencils, markers, and/or crayons
  - Glitter
  - Ruler
  - Scissors
1. Review your brainstorming chart from above, and *\*star\** at least one idea from each column that you think will convince kids and adults that they want your game.
  2. Use both of these ideas to create a box design that will make your game stand out on store shelves! Carefully think about what should go on each side of the box, and sketch your ideas in the squares below.

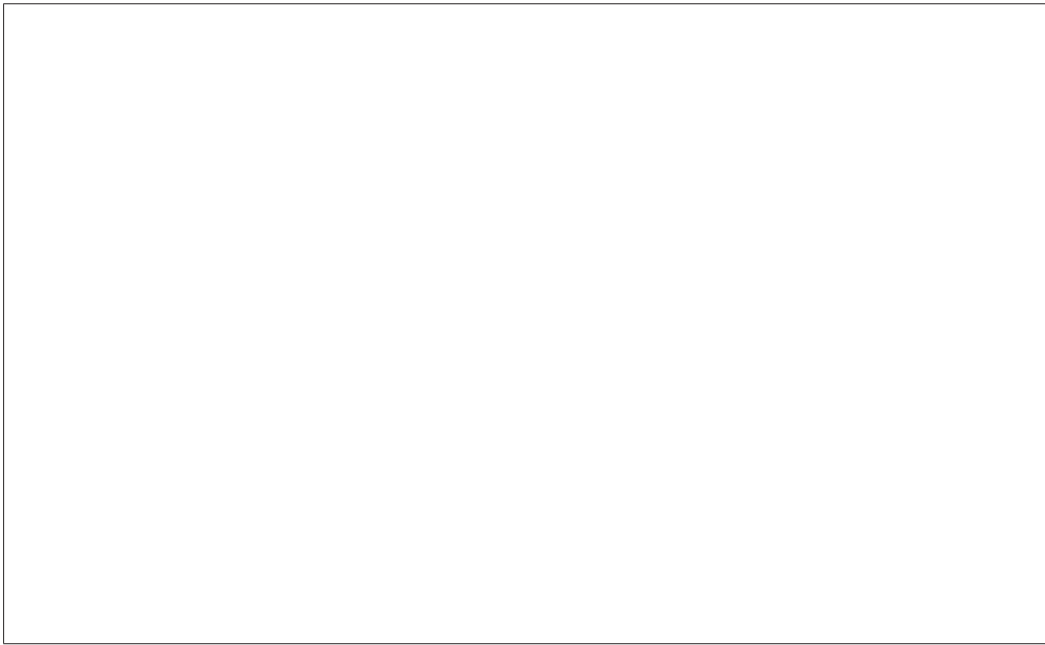


# MAKE. CREATE. EXPLORE.

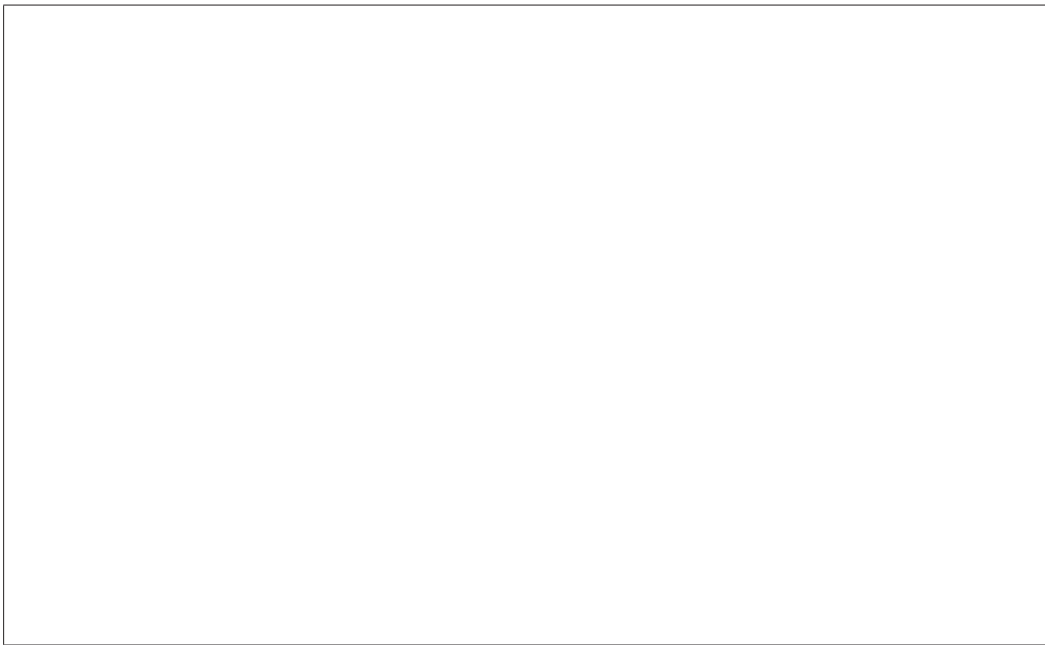


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Box Top:

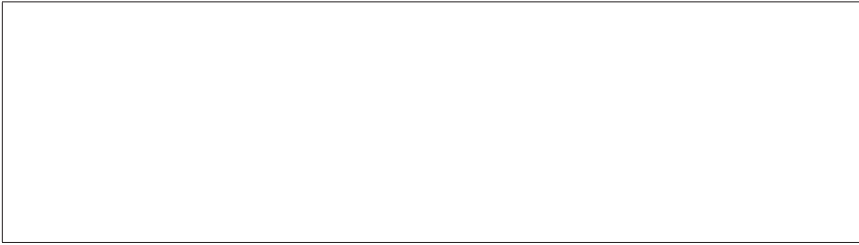


Box Bottom:



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Box Sides:



3. An important part of marketing is called market research, which is when you perform research to see what your market (e.g. your customers) will like! So, before you create your actual box, share your sketches with at least one other child and one other adult and see what they think.

Questions you may want to ask include: What do you like about this box? What don't you like?  
Is this box missing anything that you think it should include?

Then edit your sketches based on their feedback!

4. Once your market research is complete, it's finally time to create your actual Santa Bingo box. Use the ruler to measure each side of the gift box, and recreate all six rectangles on your craft paper. (Tip: If one side of your box is bigger than the craft paper, you can glue a couple pieces of paper together!)
5. Draw your final design on each rectangle, using your design sketches as your guide. Then cut out the rectangles and glue them to the sides of the gift box.
6. Place your Santa Bingo inside the completed box. You now have a packaged product ready for store shelves!

