

DRINKS DESIGNER

Today, we'll be putting your business skills to the test. You'll be an inventor, chef, advertising executive, finance officer and branding designer on a mission to create an exciting new product!

Your brief is to invent a new soft drink.

You'll need to make some planning notes first, then we'll move on to the next stage of the project. Don't worry about your handwriting, spelling or grammar. We're interested in your ideas here, not how your writing looks!

- The first thing to consider is how it will taste. What flavours will you use? Will it be fizzy or still?
- What makes your drink different to all the others already for sale in shops? Is it sugar-free, organic, natural energy, does it give you some kind of super power...?
- Who is your target audience? Is it for kids? Or is it for parents of young children, wealthy adults, teenagers or sportspeople, for example?
- How much will it cost to buy in the shops? Where will you sell it? Supermarkets (which ones), health shops, restaurants, farmers' markets...
- Will you sell it in a bottle or a can, what size will it be? What colour scheme will you use?
- Importantly, what will it be called? Keep the name short and snappy!

Next, you need to create a labelled diagram to show the design of the bottle or can, with the colour scheme, branding, ingredients and a barcode. You will need a logo on the label and the name of the drink should be clear to read on the packaging. You could draw and label your drink on paper, or using your computer or an app. If you have a spare can or bottle in your recycling at home, you could attach your label to try out how it would look on the shop shelves.

Now, you'll need to take the role of an advertising specialist to design a poster and a TV/YouTube or radio advert, to advertise your drink. Remember the soft drink market is very crowded- there are lots of products out there, how will you make yours stand out? Your poster should be eye-catching and needs a tag line, which might be funny or intriguing, to encourage people to want to find out more about your drink. Think about posters you've seen on billboards, bus stops or in magazines; which ones stick in your memory and why?



DRINKS DESIGNER

For your TV or radio advert, you'll need to write a script. If you have access to a phone or tablet, you could try recording or filming your advert. If you've got siblings or parents who are willing to help, perhaps you could sign them up as actors or camera operators!

Have you seen *Dragon's Den*? It's a TV show in which inventors or business owners ask wealthy investors (the 'Dragons') to give their business some money. They put together a 'pitch', which tells the Dragons about the business, persuades them that their idea is worth investing in and asks them for a specific amount of money.

I'd like you to plan your pitch to the Dragons. You'll need to introduce your drink and explain how it's different to other drinks on the market. How much money are you asking for? What will they get for their money (will you give them shares in the business, eg. will they get 20% of your profits)? What will you do with the money to build your business? Will you spend it on advertising, or more bottles, or a celebrity endorsement?

Once you've finished planning your pitch, you could see if an adult at home is willing to play the role of a Dragon and decide whether or not they'd invest in your business!

If you're inspired... why not invent a chocolate bar? Think about the recipe, the flavours, the packaging, the name and the advertising etc.

Or, try inventing a new vehicle. How will it move? What fuel will it use? How many passengers will it carry? Which materials will it be built from? How much will it cost to buy? Will it be available for anyone to purchase, or only for highly-trained drivers or pilots?

I'd love to see your finished designs! Ask an adult to send me a picture of your masterpiece to info@writesparks.co.uk or [@writesparks](https://www.instagram.com/writesparks) on Instagram!

EXAMPLES

