

cookie concession box



Cookies! Cookies! Get you cookies here!

This on-of-a-kind marketing wonder helps you carry and advertise your cookies with a single creation.

Get Ready

Materials:

- Copy paper box lid(s)
- Markers
- Colored Pencils
- Ruler
- Ribbon (1 ½" wide) (approx. 15 feet per box)
- Scissors and/or pinking shears
- Tacky glue
- Stapler and staples
- Pictures or Cookie clip art from www.LittleBrownie.com
- Paint and Paintbrush or Spray paint (Optional)

Preparation:

- Copies of Concession Box Planner, one for each girl or group making a box
- Print cookie clip art of varying sizes
- Paint box lid(s), if desired, or if needed to cover graphics on box (Let dry overnight)
- Make a model Cookie Concession Box (or show girls a picture) to inspire them.



Step 1: Plan it

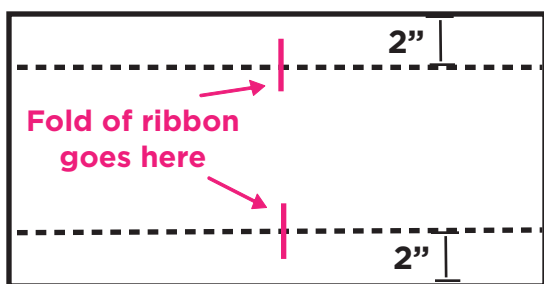
1. Discuss techniques that companies use to grab the attention of potential consumers.
2. Talk about what types of "marketing techniques" catch their eye on the television or when they go shopping. (Colors, various fonts, pictures, celebrity endorsements)
3. Identify places where the Cookie Concession Box could be used. (sporting events, neighborhood sales, college sorority sale, booth sale).
4. Hand out colored pencils and a copy of the Concession Box Planner.
5. With a partner or in a small group have the girls brainstorm ideas for decorating their box lids and sketch it on the Concession Box Planner.
6. Once girls have planned or sketched their "look", have them complete the section where they list the supplies they will need to gather to complete their design.
7. Gather necessary supplies from the supply table.



Step 2: Create it

If the copy box lid has graphics it may be necessary to paint the outside of the lid. Use white paint, or make it fun with a light or a bright color (spray paint works well). Let it dry over-night.

1. Place the box lid with the edges up so as to create a tray shape.
2. Instruct girls to decorate the front of the "Concession box." (Wait to decorate sides until after attaching ribbons)
3. Cut a minimum of 15 feet of ribbon per box. Fold ribbon in half and cut to form two 7 ½" ribbons of equal length. (Pinking shears or other decorative cutting scissors make nice edges.)
4. Turn box lid upside down. Using a ruler measure 2" from edge of front and 2" from edge of back of box for ribbon placement. With a pencil, lightly mark a placement line. (See example below)
5. Next locate the center of the box and place a mark across each ribbon placement line. (See example below)
6. Fold one 7 ½" ribbon in half. Place the ribbon's fold on the center of the placement line and glue in place along the bottom and sides. Repeat with 2nd ribbon.



7. Staple the ribbon to the edges of the box to reinforce the sides.
8. After attaching the ribbons, decorate the sides.
9. Tie the ribbons, adjusting the length to fit the girl.

Plan a neighborhood Cookie Walkabout or a Cookie Sale in the community (sporting event, sorority, elevator at an office complex) where you can fill your portable cookie display with cookies and offer them for sale!

Concession box planner



What's the Look?

Before you begin, sketch your design here. What colors will you use? What craft supplies will make your concession box stand out? Clip art from www.littlebrownie.com makes great decorations.

A large, empty rectangular box with a black border, intended for sketching the front design of the concession box.

Front Design

When you design the sides, first draw where the ribbons will be on each side. If you decorate the sides after you secure the ribbon, you can glue clip art over the ribbons

A rectangular box with a black border, intended for sketching the left side design of the concession box.

Left side Design

A rectangular box with a black border, intended for sketching the right side design of the concession box.

Right side Design

Supplies I will need to complete my project:
