**Polymers - In-Class Activity**

**Group # \_\_\_ Group Names:**

**Pre-Class Assignments:**

**Societal Concept:**  Social and cultural systems such as language, gender, aesthetics, home design, and advertising shapes the ways we perceive the intrinsic physical properties of materials.

**ASSIGNMENT**: Groups will act as Ad Agencies to propose a campaign for pitching bio polymer bicycle helmets to a target demographic. *The group proposals must highlight polymer’s properties and selling points*. Students will draw from the successful Tupperware Brands campaign and classic American advertising strategies to create their contemporary approach to selling bicycle helmets**. Each group will focus on 1 target demographic:**

**Groups 1-7: Decision makers for a bicycle safety program in elementary schools**

**Groups 8-14: Athletes—can be male, female, or both; think of an ad that would appear in *Cycle World*, *Road Bike Action*, *Triathlete, Runner’s World*, or another sports & fitness magazine**

**Groups 15-21: Mothers between the ages of 25-35**

**Groups 22-28: Buyers for big-box sporting goods stores such as Sports Authority or Dick’s Sporting Goods**

**Groups 29-35: BMX teen boys**

*About Paragraphs:* Think of your individual paragraphs as *micro-essays* that answer the question with *specific* examples. Your first sentence will be a *claim* that your paragraph will develop or prove. (Some call these opening claims *topic sentences*.) Good claims help you focus and organize paragraphs. The rest of each paragraph will be 5-6 sentences that offer the most relevant details and examples to support your claim.

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| **Bullet Point List 1**: *What properties of polymers make them potentially attractive to consumers? (5-7 sentences)* |
| **Bullet Point List 2** (cont): |
| **Bullet Point List 2**: *How would your group pitch a polymer-based bicycle helmet to your target demographic? Thumbnail 3 specific selling points for your ad campaign, from most to least important.* |
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| **Paragraph:** *How would your group pitch a bio polymer-based bicycle helmet to your target demographic? Describe your ad agency’s approach to the campaign in a 4-5 sentence paragraph. Include 1 classic American advertising strategy you learned from Bryant’s chapter.* |
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| **Brand Name/Slogan***: Give your Brand Name for your helmet, and a slogan to use in the ad campaign (just a phrase or single sentence for the slogan).* |
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**Your grade will be determined from the following criteria.**

Grading Rubric.

5= Responses are appropriate and indicate engagement with the preparatory material.  Grammar, sentence structure and punctuation are correct.

4= Responses and arguments are not as clearly presented. Some minor issues with grammar, punctuation and or sentence structure.

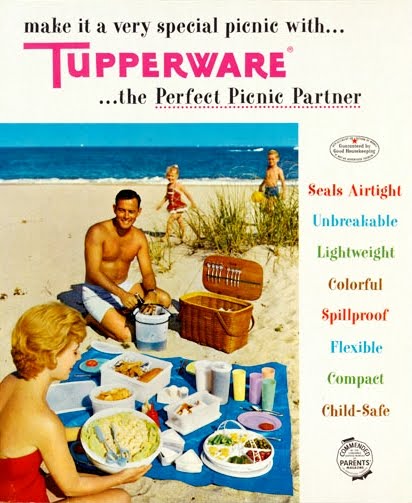
3= Responses are not appropriate to the assignment and do not reinforce the physical and cultural properties of materials.  Mistakes in grammar, punctuation and or sentence structure.

2= Responses are incomplete.  Major problems with grammar, punctuation and or sentence structure.

1= Responses are inconsistent with material covered in class, videos, and readings. Missing elements of assignment.  Poor grammar, punctuation and or sentence structure.

**CHOOSE ONE OF THESE ADS for Bullet Point List 1:**







\*All classic ads for Tupperware products from Google Image search