

Happy Meal® Project

Did you know that 20% of McDonalds sales are for Happy Meals®?



In fact, so many are purchased that 1.5 billion toys are distributed yearly worldwide as a result.

That's more than Hasbro and Mattel!

Challenge:

You work at the corporate offices of McDonalds and have been given a task to create a partnership with a television show, movie, or video game in order to produce a themed Happy Meal. This activity will be an extension of your learning this week and will encourage thinking about markets and design.

The show, movie or game must be one that is targeted for children 10 years or younger.

The Happy Meal must include the following:

1. Themed Box
 - a. Side 1: McDonalds® Logo
 - b. Side 2: Character(s) from the show/movie/game
 - c. Side 3: Activity that can be completed on the box
 - d. Side 4: Some type of digital interaction that can be completed
2. Toy Design
 - a. Sketch / drawing of toy that will be included in box
 - b. Description of toy

Grading Rubric				
	4	3	2	1
Show/Game Movie is age appropriate				
Themed Box				
Side 1 McDonalds Logo and box branded red/yellow color scheme				
Side 2 Character(s) that most represent entertainment property				
Side 3 Activity that can be completed on the box				
Side 4 Activity that allows the child to engage in a digital interactive experience				
Toy Design				
Compliments box theme				