

Marshmallow Peeporama Business Promotion Project

For this project, you may work alone or in a group (4 max).

Your challenge is to create a diorama (scene in a box) using marshmallow peeps of one of the following: TOPICS must be approved by teacher

- Store Front-(What a Business would look like from the sidewalk or walking through the Mall)-The store must be obvious when viewing and running a promotion for the upcoming Easter Holiday, March Madness, or Spring Break
- Advertisement for a Business-Example-Newport Aquarium, Cincinnati Reds Game, King's Island, Tres Hermanos, Johnny's Pizza, Caribbean Sun Tanning
- Promote an upcoming TV Show or Movie-Example-Wicked, New Season Outer Banks, or Stranger Things New Season (Must be school-appropriate)
- Promotion of a New Video Game or Existing Game or App
- Promotion of your favorite childhood book or a book series you enjoy
- Promotion for an upcoming Event Worldwide or in our Community-Prom 2024, Earth Day, Kentucky Derby, National Pet Week, Children's Book Week, Cinco De Mayo, Graduation, Memory Days, Memorial Day, Spring Break or some funny ones like:
 - March 14-National Potato Chip Day
 - March 15-World Sleep Day
 - March 20-International Day of Happiness
 - March 21-National Crunchy Taco Day
 - March 23-National Cuddly Kitten Day
 - March 25-National Waffle Day
 - March 30-Take a Walk in the Park Day
 - March 31-Crayola Crayon Day or National Tater Day

Part 1: Business Standpoint

Answer these questions about what you will do with your display.

1. *Who is in your group?*
2. *What business are you representing with your window display? Why did you choose this business?*
3. *Who will be your target audience? Age, gender, income, geographic location*
4. *What is the purpose of your display? (sale, new season, etc)*
5. *What will be your theme for your display?*
6. *What materials will you need to complete the display? (You may need to do your drawing before you can answer this question)*

Part 2: Sketch Drawing

On a piece of blank paper, you must sketch how you will create your shoebox window display. You need to be as detailed as possible so that you can collect all the supplies you need to complete the project. When you have finished your paper sketch, please take a photo and attach it to this assignment in Google Classroom.

SHOEBOX PEEPS PROMOTION RUBRIC

Objective	Meets-5 points	Approaching-3 points	Does NOT Meet-0 points
Work Ethic (Working Everyday 5 points a day)-25 total			
Holiday EasterTheme Incorporated			
Store/Brand/Good or Services is easily recognized			
Promotion is displayed and easy to understand, Visibly, and could be a real-world promotion			
Creativity shows the creative process, the idea was thought out and not rushed			
Target Audience can be identified by looking at the display			
Sketch Uploaded, Questions Answered, Photo Submitted (15 points)			
Finished Product with Presentation			

Total: 50 points

Part 3 Marshmallow Peeporama!

1. Take your time and draw a rough draft of what your scene will look like.
2. Make a list of materials that you will use (I have asked parents for donations, but if you need very specific items you may need to bring them in or purchase them, I can also buy some materials for you.) Once you have the top two items complete, conference with the teacher.
3. Begin building your Marshmallow Peeporama
4. TAKE YOUR TIME and do a good job. I will give you PLENTY of class time.
5. Have fun and create work you are proud of and want to show off!
6. Gallery Walk! View other's work, invite other classes, parents, etc.

EXAMPLES BELOW





