

# Number <sup>123</sup> CRUNCHING

Session 1: What is Confectionery?



## The Big Question:

**How can we create a product that people will love?**

**In this project, you will create your own confectionery businesses and develop and market a new brand of confectionery!**



## What is confectionery?

**Confectionery is food that is very sweet.**

**For example, sweets and chocolate.**

**It can also be more healthy snacks such as cereal bars or fruit bars.**





**Step 3: I make points in an order that makes sense when I am speaking.**



**What would happen if we presented our ideas in an order that did not make sense?**



Can you put these different parts of a sentence in the correct order?

1

but there was none

2

so I had a drink instead

3

I went to the shop

4

because I wanted an ice cream



When we are Presenting, we can use connectives to help organise what we are saying and add detail to it.

### Time Connectives

until, after, before, first, then



### Connective

A word or phrase which joins clauses of a sentence together.

For example: 'We got the bus home **because** it was raining.'

**TASK:**

1. Re-order the sentences and put them in the correct order.
2. Use connectives to link the sentences together.
3. Read the sentences out loud to check they make sense.

**A: They had the most delicious Nutty Crunch bars.**

**B: The shop had an old sign outside to welcome me in.**

**C: The till was covered in sugar dust and glistened in the sun.**

**D: I started with the pick and mix sweets. They were next to the Nutty Crunch bars.**

**E: I opened the door as the bell rung.**

**F: I could smell the pick and mix sweets by the door.**



**TALK: Tell someone in your family a story about when you have visited a confectionery shop.**

**Put your points in a logical order.**

Have a look at the confectionery below.  
Put the items into two lists, confectionery you like and  
confectionery you don't like.



Present your lists and describe what you have done to someone in  
your house. Try to say things in a logical order.

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Session 2: Let's Get Researching





**Step 3: I can find extra information with help from others to help me solve a simple problem.**



**Why is extra information useful when solving a problem?**





**When we are solving simple problems, having more information can help us find a solution quickly.**

**For example, if we were making cakes for a party, we need to know how many people will be at the party.**

**Can you think of any other information that might be useful?**





Our problem is:  
*Which type of confectionery is most popular?*

To get the information, we will create a  
**market research** questionnaire.

Your questionnaire will need a mixture of  
**closed and open questions** to capture what  
your potential **consumers**  
would want.



#### Market Research

Market Research is gathering information about a consumer's needs or tastes.



#### Consumers

A person who buys goods or services, for example food, holidays or a haircut.



#### Open Questions

Open Questions is question that requires more than a yes or no style answer - often asking opinion or explanation.



#### Closed Questions

A Closed Question is a question that requires a simple answer (yes or no, a number etc.). The answer doesn't need an explanation or reason.

**Our problem this session is:**

Which type of confectionery is the most popular?

**TASK:** Prepare market research questions.

1. Write a list of at least 5 questions.
2. Ask a mixture of open questions and closed questions.
3. Try to ask your five questions to at least five different people.
4. Ask people in your family, call or email or message grandparents, other relations or friends.
5. Record your answers in a tally.

**Example Question:**

1) What is your favourite type of confectionery?

- Chocolate
- Fruit Bar
- Nut Bar
- Sweets
- Other: \_\_\_\_\_

**Tally**

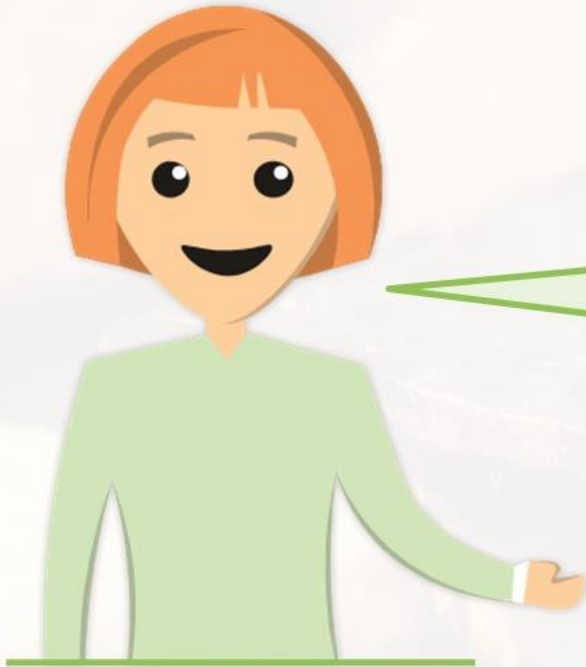
A way of recording information. Put a line next to the answer that is chosen. Every fifth line becomes a 'gate'.

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**Session 3: Creative Confectionery**



Step 3: I try to stay calm when something goes wrong.



What would happen if we didn't stay calm in a situation?





When we are angry or upset, there are some calming strategies we can use:

Why do you think these would be calming?



**Counting to 10**

**Getting a drink of water**

**Going on a short walk**

**Taking deep breaths**

**Squeezing a stress ball**

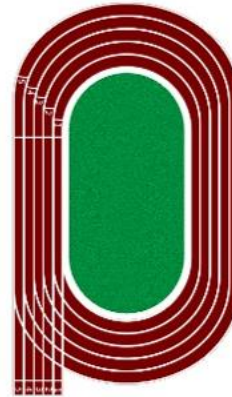
**How would you keep calm in these situations?  
What strategies could you use?**



**Losing your favourite  
jumper when out in  
the park?**



**Being sick on the  
day of your friend's  
birthday party?**



**Dropping the baton  
during a relay race  
and getting your  
team disqualified?**







Before we create our own confectionery, let's look at some different examples of existing confectionery.

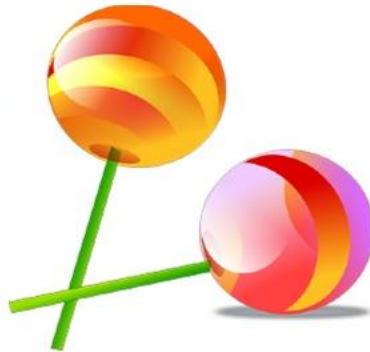
What flavours do they have?

What shape are they? Are there lots of them in a packet or is it just one bar?

Does the shape of the confectionery relate to its name?



Chocolate



Hard Sweets



Cereal Bars



Fruit Bars

**TASK:**

1. You are going to develop our own confectionery product. Use the market research from the last session to help you to generate ideas.
2. Decide:
  - Type of confectionery (e.g. chocolate or hard sweet)
  - Style of confectionery (e.g. bar or buttons)
  - Shape
  - Flavours.

Try to do all this in 10 minutes.

Remember your calmness strategies!





You've just recieved a letter from the Food Standards Agency.



How can you Stay Positive in this situation?

What strategy could you use?



Dear budding Confectioners,

We are very excited about your new businesses and what you have already discussed regarding your new product.

As part of our drive for healthy eating, we have updated our policy and are now limiting the amount of chocolate providers. Our Healthy Code now requires all new confectionery products to fit with this policy and, as such, should be free from chocolate.

We look forward to hearing your final ideas for your confectionery.

Many thanks,

The Foods Standard Agency

### TASK:

1. Ensure that your product has at least 2 healthy ingredients to pass the criteria.

***Remember: no chocolate!***

2. Edit your decisions and decide:

- **Type of confectionery (e.g. hard sweet or other)**
- **Style of confectionery (e.g. bar or buttons)**
- **Shape**
- **Flavours.**

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Session 4: On Brand



**In this session, you will be applying all three focus skills.**



Using tactics and strategies to overcome setbacks and achieve goals



The ability to share ideas and information



The ability to find a solution to a situation or challenge.



In today's session, you will design and draft your confectionery's packaging.

Your packaging must be exciting, eye-catching and informative, to make sure your consumers know exactly what they are purchasing.

What else can you see in this example?

What information do you need to find before making your own packaging?



### Our problem this session is:

*How can we make people want to buy our confectionery?*

### TASK: Research different packaging

1. Find different confectionery wrappers and packaging. Use items from the kitchen cupboard if you do not have confectionery.
2. Make notes on the following:
  - Name
  - Tag-line
  - Colours
  - Ingredients
  - Pictures.



### Example Notes:

Milkybar – red, blue and yellow. Yellow colour matches colour of confectionery

Dairy Milk – purple colour = recognisable as Cadbury





**TASK:**

1. Spend 3 minutes thinking of ideas for your confectionery packaging.
2. Make a note of all your ideas.
3. Present your ideas to someone in your home or call, message or video call a relation or friend to tell them about your ideas.
4. Find out which ideas people like best.

Remember to use connectives to link your ideas.



**Generate and present ideas for these five elements:**

- Name
- Tag-line
- Colours
- Ingredients
- Pictures

**When you present, use hand gestures and facial expressions to engage your audience**

**TASK:**

1. Based on the feedback you had from friends or relations, choose your best design.
2. Decide on:
  - Name
  - Tag-line
  - Colours
  - Ingredients
  - Pictures.
3. If you have time, do a quick sketch of your final ideas.



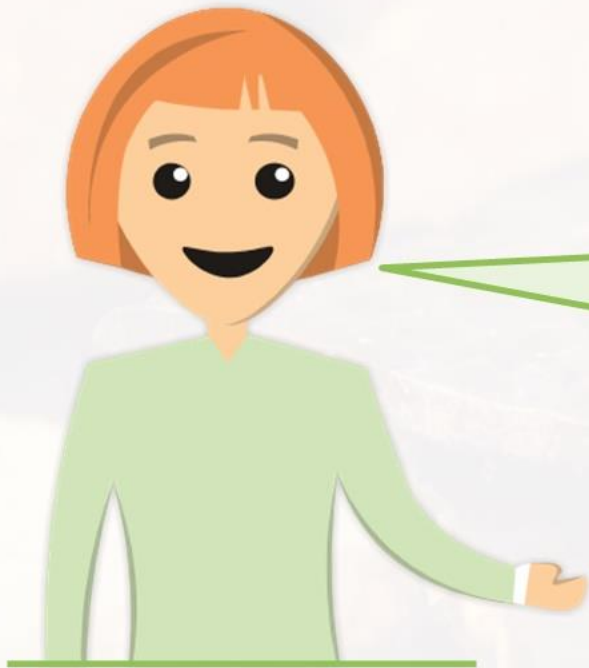
**Remember your calmness strategies!**

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Session 5: Wrapping Up



**Step 4: I keep trying when something goes wrong, and think about what happened.**



**You need to be able to use positive strategies to keep trying when things go wrong and try to identify what caused the problem originally.**



When we are angry or upset, there are some useful strategies we can use to calm down.

Here is a reminder:

**Counting to 10**

**Getting a drink of water**

**Going on a short walk**

**Taking deep breaths**

**Squeezing a stress ball**

**It can be difficult to keep trying when something goes wrong.**

**For example, if you are coming last in a running race, you might be upset and slow down or stop.**

**Instead, you should keep running as fast as possible and finish the race.**





**‘Positive self-talk’ means saying words and phrases to yourself that will encourage and motivate you.**

**Sort the phrases into ‘positive’ and ‘negative’.**

**Keep going!**

**You will fall!**

**You’re nearly there**

**Give up!**

**Don’t bother!**

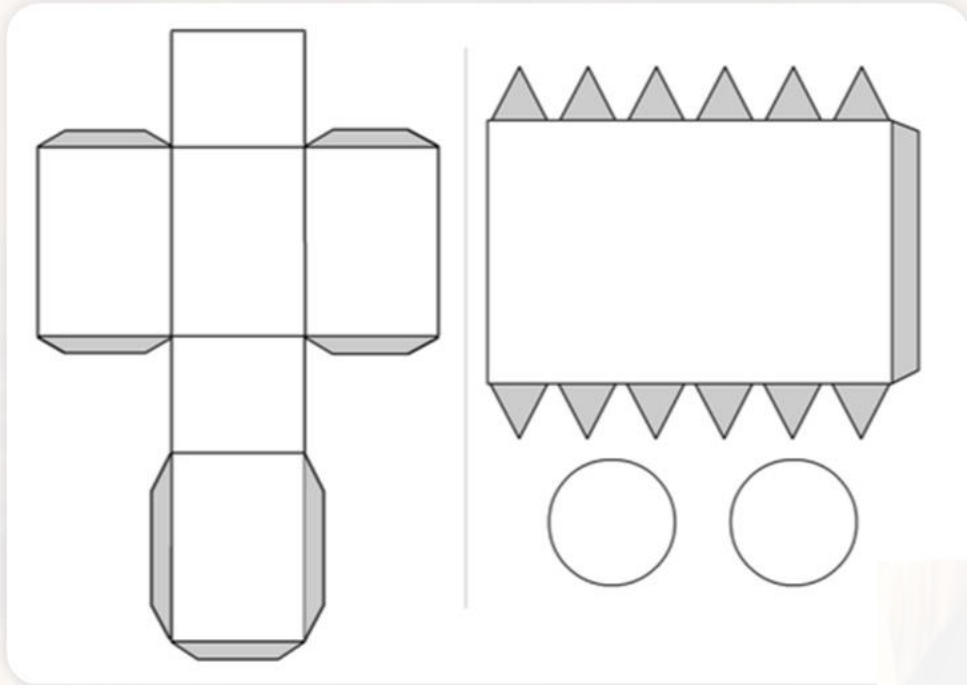
**You’ll succeed!**

**Positive**

**Negative**



For the rest of this session, we will build prototypes of our confectionery packaging.  
What 3D shapes would these nets create? ?

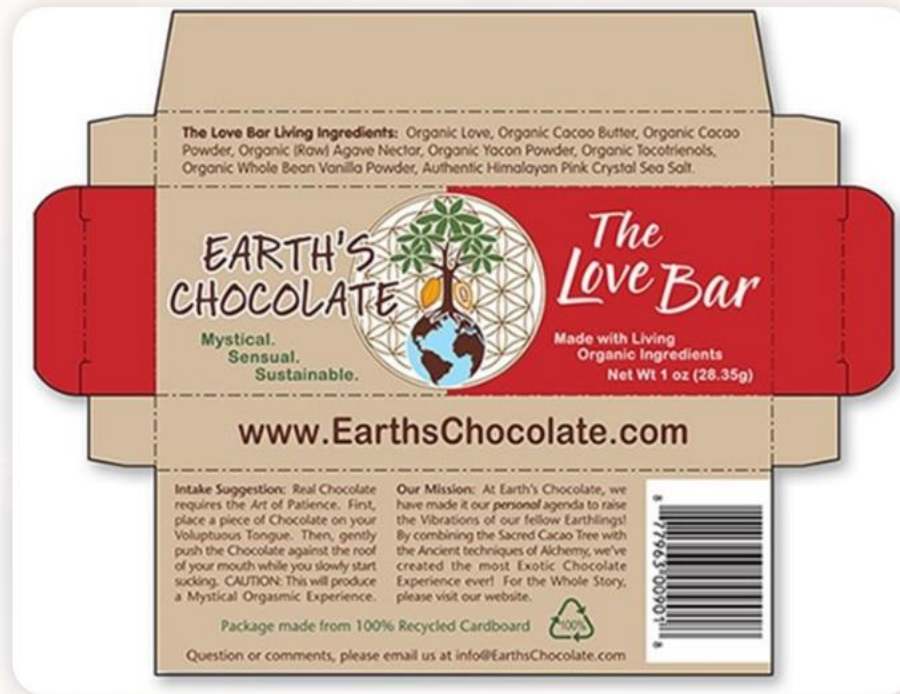






Look at where different elements, such as the name and picture, are positioned on the net.

How can you make sure it is all the right way around when it's stuck together?



**TASK:**

1. Remind yourself of the design decisions you made last session including your colour scheme.
2. Draw a net for the 3D shape you'd like your box to be. (You could use a net template from the internet if you wish.)
3. Write on your box the name, tag-line and ingredients.
4. Draw a picture on the box and colour it in, using the colour scheme you decided.



If something goes wrong, reflect on what happened and use positive self-talk to keep going.

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Session 6: Marketing Moguls



**Step 4: I can come up with different ways to solve a simple problem.**



**Why is it useful to generate lots of solutions, rather than just one?**



**Having more than one solution will mean that we are more likely to solve the problem.**

When coming up with different solutions, it can be helpful to break down the problem first to understand the different causes of the problem.



**Cause** – the reason something happens  
**Solution** – something that solves the problem



**It is now time to solve our own problem!  
It is time to start marketing your confectionery  
product!**

**We need to solve the problem:**

*People don't know about our confectionery  
products.*

**What types of advertising do you know?**



### **Marketing**

Designing, promoting and  
distributing a product or service.  
This includes deciding on a price.

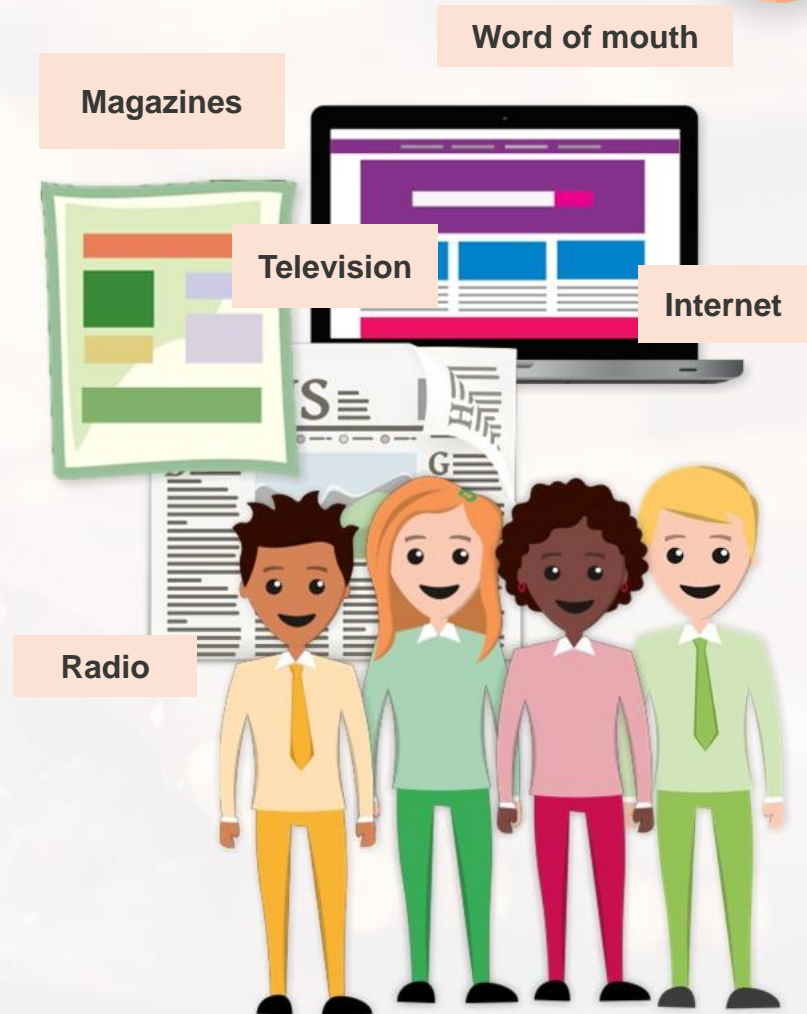
**Our problem this session is:**

*People don't know about our confectionery product.*

**You have to create advertising materials.**

**TASK:**

1. Think of possible solutions to this problem.
  - How can you spread the word about your product?
2. Choose your best solution and get to work creating your advertising material.



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Session 7: Lights, Camera, Action!





**Step 4: I choose an order for my points so that the audience can best understand me.**



**When have you been a member of an audience?**

**Why is it important for the presenter to think carefully about their audience?**



### **Audience**

An audience is whoever is listening to a speaker. It could be one person or a group of people.



**Talking to different audiences will change the way we present.**

**For example, when talking to a big group of people you don't know, you might have to talk more loudly, more slowly and ask them questions to check they have understood.**



Presenting to different audiences will affect how we present. Look at the 3 types of audience below and match the presentation style to them.

Quick pace and use of slang. Lots of humour and lively.

Slow pace of talking, using lots of hand gestures. Using simple words and sentences.

Normal pace of talking, using lots of keywords and facts. Speaking confidently, sounding sure about what you're saying.



**Nursery Children**



**Experts**



**Your Friends**



**Television is a fantastic way to advertise a new product.  
A TV advert is designed to grab the attention of the audience  
and persuade them to buy the product.**



**What might you want to tell customers  
about your confectionery?**



Your confectionery company want you to advertise for a target audience of people aged 7-16.

**THINK:** *How will this affect the way you present?*

Will this affect your use of:

**Volume** – how loud your voice is.



**Words** – the type of language you use.



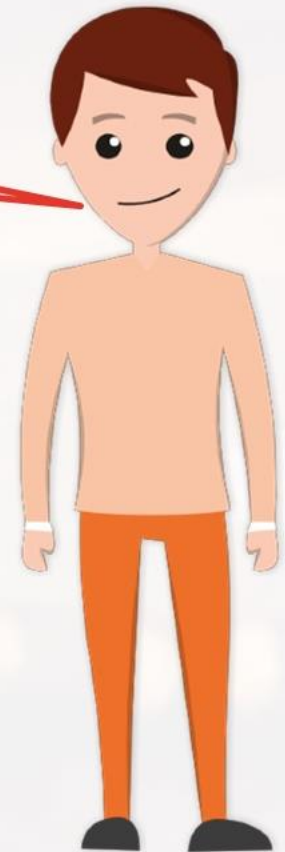
**Props** – using pictures or objects to present your ideas.



**Body Language** – using your body and facial expressions.



**Detail** – how much information you include.





**TASK: write the script for your TV advert.**

**1. Create a story for your advert where somebody buys your product.**

- Use '*Who? What? Where? When? Why? How?*' to think of ideas for your advert story.
- Try to show that your product is a 'must buy' item.
- Include the ingredients and taste.
- Introduce your product name, tag-line and price.

**2. Write a script for your advert as you would for a play.**

*Your advert should be no longer than 2 and a half minutes!*

**Presenting focus:**

**Words: Use persuasive language**



**Detail: Include enough information to engage the audience**



**TASK:**

1. Think about when you could include some presentational techniques.
2. Annotate your script to show when you will use these techniques.

*Remember the purpose of your advert is to show how amazing and tasty your product is!*

**Presenting focus:**

**Volume: Changing how loud you talk.**



**Props: Using pictures or objects to present your ideas.**



**Body Language: Using your body and facial expressions.**





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**Session 8: Confectionery Chat**





The final part of your project is to bring together everything you have done and to present your confectionery brand to an audience!

To showcase your TV advert, packaging and product, you are to perform your presentation to someone in your house. You may be able to record it and send to friends or present it to relations on a video call.



Use gestures, props and appropriate volume when Presenting your brand!



Share different solutions to the Big Question:

*How can we create a product that people will love?*



If you face a setback, remind yourself why you are doing this and use positive self-talk to keep going!

