

ENTRY LEVEL

BOTTLE IT UP

FOCUS

Innovation and design process, improvisational acting, story development, theater arts, teamwork.

CHALLENGE

Your TASK is to create a new type of soft drink and design a label for the bottle. Your team is then to present a PERFORMANCE in which you advertise your new soft drink with a commercial.

TIME

You will have up to 4 minutes to use your IMAGINATION and PROBLEM SOLVING SKILLS to create your soft drink, design the label, and plan your commercial. You will then have up to 1 minute to present your commercial to the Appraisers.

THE SCENE

Part One (4 minutes): Create a new type of soft drink and prepare an eye-catching label for it. You should also use Part One to create a commercial for your new soft drink.

Part Two (1 minute): Present your commercial.

MATERIALS

- 1 Blank Label
- 1 Empty Bottle
- 8 Markers

The markers and the bottle may NOT be damaged. A piece of paper and a pencil will be available for your team to use as you plan and present your PERFORMANCE.

SCORING

- A. 25 points for the creativity of your new type of soft drink.
- B. 25 points for the creativity of your bottle's label.
- C. 30 points for the creativity of your commercial.
- D. 20 points for how well your team works together.

Scoring for advanced teams

- A. 20 points creativity of soft drink
- B. 20 points creativity of label
- C. 20 points creativity of costume or height of display.
- D. 20 points creativity of commercial
- E. 20 points for teamwork

FOR APPRAISERS ONLY

Large labels that will stick to the bottle but can be easily removed should be available at an office supply or craft store.

Or cut paper and double stick tape it to the bottle.

For advanced teams:

Also build a display to hold your new soda off the table and to use in your commercial. 2 points per inch off the table.

Add structure materials on a second table such as straws, pencils, mailing labels, index cards...

Or:

Also design and build a costume to use in the commercial.

Add materials to a second tables such as newspaper, plastic bags, mailing labels, ribbon/twine, paper bags, chenille sticks, colored paper...