

Market Your Mother!

ACTIVITY SHEET

In this activity, you will be designing a strategy to “Market Your Mother” (or female guardian, aunt, grandmother). Before you begin, you need to know the “product.” Answer these questions to give you some things about your mom that you will focus on in the marketing campaign.

What is your mom’s name? What makes your mom special?

What is something she does better than anyone else? (For example, think of things she cooks or how she makes you feel better when you are sick.)

What is the most fun thing you have ever done together?

What has she done special for and your family you during this time of social distancing?

Read all the answers and come up with a catchy phrase or song about your mom. Hint: Find words that rhyme with her name to use in your presentation. Write your phrase or song here:

On the back of this sheet, begin to draw a logo for your mom. A logo is short for logotype. It is a graphic design that represents an organization or product—or in this case, a person! It can have words in it. You can even start with your mom’s name or draw a picture of something you wrote about above. You can make a PowerPoint, an ad for a magazine, or a television commercial to share with your class—and your mom!