

## RE: “Assess that Team” - 5-in1 Team Activities

Extract from the Team Brief for each of the FIVE activities

### Activity 1: Trivial Pursuit

---

You represent **The Belchard Belchard & Belchard Advertising Agency** and you have recently been approached by a board games manufacturer who wishes to market a new game featuring the pieces you have been given.

The task is fourfold:

1. To devise the new game
2. To design a poster for the new game
3. To write a short script for a 30 second TV advert
4. To quote for producing 1,500 copies of the game.

The game board must be a.....

### Activity 2: Bertram's Bike Ride

---

You are Head of a **Promotions Agency** which helps manufacturers promote their products through sophisticated advertising.

You have recently been approached by **Bertram's**, a confectionary group which manufactures all sorts of chocolate products. They are about to launch a new chocolate bar in the shape of a bear. It is to be called **The Barney Bear Bar**. The eyes of the bear and the buttons on his coat are all hazelnuts. The bar will be wrapped in gold foil.

Bertram's want to avoid any link between chocolate and a thick waistline. They would therefore like the advertising to major on:

- health and strength
- energy
- friendliness

They have decided the letter *B* should be featured....

### Activity 3: Towering Inferno

---

Your job is to get your team to **build a tower** to reach the ceiling (of the room you are in) using the materials you have been given.

At the same time you must **cost out your tower** ensuring that it does not cost more than £5 to construct.

Unfortunately your team members are not all able-bodied. They have been given separate instructions on how their various disabilities affect them. Some are unable to see, some unable to speak and some are unable to use one or both of their arms.

You yourself can talk to the group as a whole but you *cannot* touch any of the materials at all. You must try to involve all members of the group.

The tower must not be taped to any....

#### Activity 4: Framed

---

You work for a company that makes a range of **leather products** such as key rings, wallets, diaries etc. You have recently been approached by a large chain of retailers who wish to introduce a new line of leather picture frames - to sell to people so they can display their favourite photographs whether in the home or in the office. They have asked you to design frames of the following sizes:

- **Frame A** 10cm x 10cm
- **Frame B** 20cm x 15cm
- **Frame C** 30cm x 20cm

All will have a border of 1.5cm (included in the dimensions given) and each picture will be made of two pieces of leather. One forms the solid back and one forms the 'frame' at the front. This means the front piece will have a square or rectangle cut from it - but you should aim to **minimise wastage**.

You should design and make **three different samples of each size** using the resources provided. Use pictures of your choice from the magazines to give an impression of what a typical photograph will look like when placed in the frame. Try to choose a portrait, a landscape and one other subject in your samples.

#### COSTS

Sheets of stiff leatherette can be purchased in

#### Activity 5: Working Breakfast

---

You and your team represent members of the Marketing Department of **Colchester & Cavendish Advertising Agency**. A client has given you the job of coming up with a promotional campaign for a new breakfast cereal, the key ingredients of which are whole peanuts and wheat flakes.

The cereal will be housed in a cardboard packet (28 x 18 x 6cm). The client would like to see a **mock-up** of the packet with the front and reverse designs. On the front there needs to be a catchy name for the cereal and possibly an **animal or character** that will always appear in the advertising to identify the product. You will need to make suggestions for these points as well as coming up with an advertising **slogan** for the product.

On the back of the packet there should be a maximum of three cut-out **models** which can be coloured and be capable of standing. Self-standing **samples** of these models will be required and clear assembly **instructions** for the user should be drafted.

The total production cost for the finished and filled boxes is to be 20p maximum. The client's production department can be set up to produce a minimum of 5,000 boxes and a maximum of 30,000 boxes. Any multiple of 5,000 (5,000 or 10,000 or 15,000 etc) up to the maximum can be produced.

What is the **minimum** number of boxes that will have to be made to meet the target cost of 20p? As well as meeting the target you should also try to minimise wastage.

Details of Costs.....