



Cybercitizen Challenge

Co-Co's Adversmarts

Guiding level: Sparks / Brownies

Topic: Food marketing/packaging

This activity requires computers with Internet connections.

Preparation

- Photocopy the Colour the Gimmick sheet, one for each of the girls in your group
- Although there is audio for this game, you may want to arrange for older helpers to sit with the Sparks as they go through it.
- It is recommended that Guiders go through the Co-Co's AdverSmarts (<http://mediasmarts.ca/game/co-cos-adversmarts-interactive-unit-food-marketing-web>) interactive unit before the meeting.

At your meeting

In this activity, Sparks visit the MediaSmarts Web site and play the unit Co-Co's AdverSmarts: An Interactive Unit on Food Marketing on the Web. (<http://mediasmarts.ca/game/co-cos-adversmarts-interactive-unit-food-marketing-web>)

This activity is designed to help kids between the ages of five and eight recognize the marketing techniques used on commercial websites that target children.

Girls are introduced to Co-Co Crunch, a popular cereal who needs help designing its new website. Players help to create the site by selecting a series of special features. After each feature is selected, Co-Co explains how marketers use the feature to improve the popularity of the site and build brand loyalty. Co-Co's AdverSmarts helps Sparks recognize these Web playgrounds for what they really are – interactive, online commercials.

- After the girls have gone through the game, bring them back together and let them discuss the various websites they created for Co-Co.
- Ask them what gimmicks (tricks) they used to make kids want to come and play with Co-Co.
- Have they ever seen gimmicks like these on websites they visit?
- Ask the girls why companies make websites for kids? (i.e. to make them want to buy things; to get them to like and recognize spokes-characters like Co-Co.)

As a final activity, have the girls colour in their Colour the Gimmick sheets.



Girl Guides
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Colour the Gimmick



Which of the following
are online gimmicks?
Colour your answers.



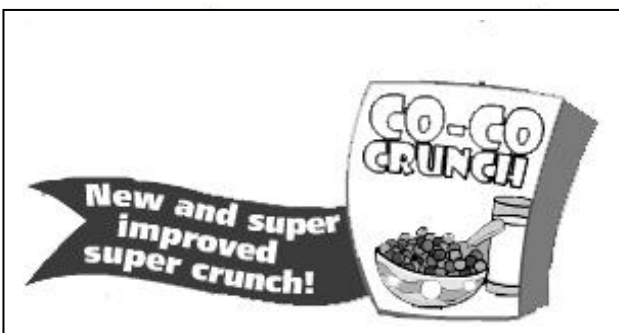
Spokes-character



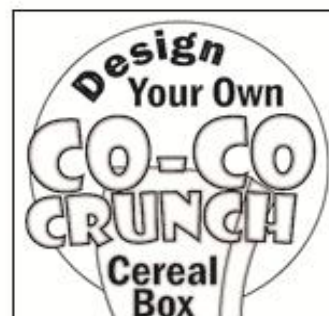
E-cards



Advergames



Weasel Words



Create-your-own Activities



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