

LifeSavers STE(A)M Lab

Standards:

Next Generation Science Standard – Science & Engineering Practices

The students will engage in science and engineering practices (SEP) such as defining problems, developing, and using models, ***planning, and carrying out investigations, predicting, hypothesizing, analyzing, and interpreting data, constructing explanations and designing solutions and communicating information.***

GSE: Media Arts

MA6.CR.1 Generate and conceptualize artistic ideas and work.

- a. Formulate artistic challenges and solutions for media artworks by practicing selected creative processes.
- b. Document evidence through storyboards, diagrams, visual/verbal journals, sketches, ***brainstorming lists, art resources, and discussions.***

Timeline: Several class periods depending on student-pacing

Problem: You are a member of a marketing research team and have been given the task of increasing sales for the traditional 5 flavor roll of LifeSavers Hard Candy. Your target audience are middle school students since recent trending data shows a decline in sales to that population due to their taste preferences not being satisfied.

Your team must conduct a mini-survey of student flavor preference, collect data about existing rolls of 5 Flavor LifeSavers hard candies, and use the information to create a 2-minute pitch, ad, or commercial to appeal to this target audience. Is there a way to re-brand the packaging to appeal to this audience?

Tasks

1. Complete the mentimeter survey poll to gauge student preferences for each traditional flavor and other possible flavors.
2. Complete the LifeSavers lab by: making predictions and hypotheses about the number of flavors in a standard roll and the colors of candies to represent the flavors, recording observations for your team's sample and other's for comparison, graphing the results to identify any patterns in the data (sequencing, frequency of colors, etc.), summarize your findings.
3. Use your conclusions as a basis for your marketing strategy and develop a 2-minute pitch or video clip to appeal to other middle school students and increase sales for your client.

Procedure

1. Log in to mentimeter and complete the brief survey.
2. (F2F) 3 rolls per class, divvy according to number of students. Complete part 1 prior to opening the roll. One person should handle opening the package and laying the contents on the paper towel/napkin for all to see. You may NOT eat this candy. It is for observation only. (DL) You may eat your product if you have followed safety measures. **Note:** You may have to change the name of the color to reflect your roll. This will be the case for all parts of the lab investigation. You may need to create your own graph (if your numbers exceed 5 for any color in the roll).
3. Complete parts 2-6.
4. (F2F) Data collection – record the number of each color/flavor in the data chart. Use Letter A for the first half of the pack, and letter B for the second half of the pack. (DL) Type your individual data into the Chat. Your collective data will serve as either (1) or (2) groups for whole class purposes, dependent upon how many students are virtual per class. For your own data sheet, use the content provided by your peers or the class set of data provided.
5. Complete parts 7-8.