

Young Inventors Worksheet-

Create an Ad Campaign and Present Your Invention

Prepared by Susan Casey, author of *Kids Inventing! A Handbook for Young Inventors* and *Women Invent! Two Centuries of Discoveries That Have Shaped Our World*
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Trademarks of products by kids featured in Kids Inventing!



Trademark of Abbey Fleck, age 9
Inventor of Makin' Bacon



Trademark 'Hands-On' Basketball
of Chris Haas, age 9



Trademark 'Boinks'
Family of Meghan Murphy

STEP 1: CREATE A GREAT LOOK-A TRADEMARK- FOR THE NAME OF YOUR INVENTION—USE FUN OR INTERESTING LETTERING.

My Invention

MY INVENTION

my invention

My Invention
My Invention

STEP 2: CREATE A TRADEMARK CHARACTER OR A LOGO FOR YOUR INVENTION

Look at the characters below? Know the name or companies or product it advertises?



1. _____



2. _____



3. _____

Create a character to promote your invention. Draw it. Name it.

STEP 3. WRITE A SLOGAN TO PROMOTE YOUR INVENTION.

Can you tell what companies these slogans advertise?

I'm lovin' it _____

"Just do it." _____

"Eat Fresh." _____

Write a slogan for your invention:

STEP 4: In the space below or on a separate sheet of paper, do an **ADVERTISEMENT** for your invention. You see advertisements for all kinds of products in magazines and newspapers. Include:

1. A drawing of your invention.
2. The name of your invention in interesting letters.
3. Your slogan.
4. Your character.

Bonus Step 5!!!!

WRITE AND RECITE OR SING: A 30 SECOND RADIO AD OR A JINGLE/SONG FOR YOUR INVENTION. Write the words below.



Answers: Step 2: Pillsbury Doughboy, Trix Silly Rabbit, M & Ms. Step 3: McDonald's, Nike, Subway.

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