

OVERVIEW

Need an engaging and energetic ice breaker that includes fitness and marketing savvy? Look no further! This interactive game lets students show off their physical power while practicing their Food Detective skills as they search for marketing strategies. Not only will they get their hearts pumping, they'll also practice how to quickly scan products to win their team points.

LEARNING TARGETS

- Students will identify different marketing strategies and their target audiences while engaging in physical exercise.

ASSESSMENTS

- Students will participate in a game where they match products to marketing strategies while performing exercises. Points will be awarded for correct matches.

MATERIALS

- 3 large containers or bins labeled:
 - DRINKS
 - SWEET TREATS
 - SAVORY SNACKS
- In each container/bin, place 5 empty products corresponding to its category.
- A list of possible exercises and marketing strategies & target audiences.

OPENING

- Begin with a brief discussion on marketing strategies learned in the Food Detective Workshop.
- Ask students, "What marketing strategies do you see around you every day?"
- Introduce the game format:
 - Divide students into teams and line them up on one side of the gym.
 - The teacher will call out one exercise along with one marketing strategy or target audience.
 - The student at the front of the line will complete the exercise and then run to the other side of the gym to find a food product that corresponds to the called marketing strategy or target audience.
 - Students that successfully return with the correct product will earn one point for their group.

GUIDED PRACTICE

- Model an example by calling out an exercise + marketing strategy and demonstrating the corresponding exercise then going to the other side of the gym to find a corresponding product.
- Set clear expectations for behavior during the game: respect personal space, take turns, and listen carefully.
- As a refresher, ask students, “Which marketing strategies would appeal to kids vs. adults? Why? Keep this in mind during the game!”

PLAY THE GAME

- Students will participate in the game as the teacher calls out each exercise along with a marketing strategy or target audience.
- Monitor participation and engagement, providing feedback and encouragement.
- If a team successfully finds a product, they earn one point.
- Repeat rounds as time allows.

CLOSING

- Announce the team with the most points.
- Ask students to reflect: “What were the hardest marketing strategies or target audiences to find? What were the easiest?”

LEARNING STANDARDS

SHAPE America National Physical Education Standards (Grades 3-5)

- **Standard 1: Develops a variety of motor skills.**
 - Students will demonstrate competency in movement patterns as they participate in various physical activities.
- **Standard 2: Applies knowledge related to movement and fitness concepts.**
 - Students will apply concepts of choice-making and strategy as they navigate their physical activities.
- **Standard 3: Develops social skills through movement.**
 - Students will engage in collaborative discussions, enhancing their social skills while participating in group activities.
- **Standard 4: Develops personal skills and identifies personal benefits of movement.**

- Students will demonstrate respect for their peers' choices and show responsible behavior by actively listening and engaging in physical activities.

FOOD PRODUCT EXAMPLES – See supplemental printouts

Drinks	Sweet Treats	Savory Snacks
Gatorade	Snickers	Lay's Classic Potato Chips
Capri Sun	Oreo Cookies	Goldfish Crackers
Coca-Cola	Kit Kat Bar	Doritos Nacho Cheese
Honest Kids Juice Box	Chips Ahoy! Cookies	Cheez-It Crackers
Sprite	Twix	Cheetos
Chocolate Yoo-hoo	Hershey's Chocolate Bar	Pringles Original
Minute Maid Lemonade	M&M's	Ruffles
Snapple Iced Tea	Hostess Cupcake	Pretzel Crisps
Pepsi	Skittles	Smartfood Popcorn
Naked Smoothie	Little Debbie Brownie	Popchips

EXERCISE EXAMPLES

- Jumping jacks
- High knees
- Jog in place
- Skater jumps (side-to-side)
- Mountain climbers
- Running in place
- Jump rope (real or invisible)
- Side shuffles
- Push-ups (or knee push-ups)
- Plank hold (10–20 seconds)
- Sit-ups or curl-ups
- Squats
- Lunges
- Glute bridges (lay on back, lift hips)
- Shoulder taps (from plank position)

MARKETING EXAMPLES

- Bright Colors
- Celebrities
- Cartoons
- Mascots
- Health Claims
- Prizes
- Games

TARGET AUDIENCE EXAMPLES

- Kids
- Teens
- Adults
- Athletes
- Families