

## SPOTLIGHT ON: **MARKETING**

# COMMUNICATING WITH MARSHMALLOWS

**TASK:** A key requirement of any successful marketing plan is communication. Marketers need to be able to describe their product successfully to the target market without always being able to demonstrate the product. Using communication skills, your team will design an exact replica of a marshmallow structure without being able to show each other the original. Once the time is up, you will compare structures and debrief the activity with the class.

## **ROLES:**

**Builder:** The builder's responsibility is to create a structure using all of the toothpicks and marshmallows or candies.

**Runner 1:** Once the structure is completed, Runner 1 looks at the structure and memorizes the design *including* the colors of the marshmallows. Runner 1 then explains the design of the structure to Runner 2. Runner 1 should not see the Re-creator's design. *The runners are allowed to go back and forth as many times as necessary in the allowed time.*

**Runner 2:** Runner 2 listens to the directions from Runner 1. Runner 2 then tells the Re-builder the instructions. Runner 2 should not see the builder's structure, but Runner 2 can see the Re-creator's structure. *The runners are allowed to go back and forth as many times as necessary in the allowed time.*

**Re-creator:** The Re-creator's job is to design the exact same structure as the Builder based only on the information received from Runner 2. The Re-creator should not see the Builder's structure.

*Note: Groups of three will only have one runner. In that case, the runner will view the Builder's structure, but can only verbally communicate with the Re-creator. The runner should not see the Re-creator's structure in a group of three.*

**MATERIALS:** Multi-colored Mini Marshmallows or Dot Candy (15 pieces per team), Toothpicks (10 per team), Paper plates (2 per team), Prizes for the winning team (optional)

**TIME TO COMPLETE THE TASK:** Builders will have 10 minutes to create their structures. Once the structure is built, your team will have 20 minutes to re-create the structure.

**INNOVATION** → **CHANGE** → **OPPORTUNITY** → **SUCCESS**

In order to **grow** and **thrive**, businesses need to constantly be **thinking two steps ahead** of today. What **changes** are happening in their industry? What do their customers **want**? How can they **improve** their business processes and procedures? How can they **create a need**?