

## Challenge

In the Lanzarote podcast, you heard all about Jean de Bethencourt and Liliane Bettencourt, two business people who have made vast fortunes from people's desire to look and feel good about themselves. Your challenge here is to invent a product that will also help people feel good about themselves. In your groups, you are going to create a new food product that is going to be extremely healthy and that people will want to buy.

There are a number of activities that you will have to undertake to complete this challenge successfully:

- create a new, healthy food product.
- design its box, carton or other container.
- create an advert for your new healthy food to appear on an internet page, magazine or newspaper.
- compose a press release to alert the world to your new product.

As part of the creative development process for your product, you should devise a set of success criteria against which you can measure it. This way, you can make any necessary adjustments to ensure that your final product is of the highest possible quality.

Once you have completed these activities successfully, perhaps you can have a competition with your Head Teacher as judge to see which product is best and most likely to succeed in the real marketplace.

## Resources

Healthy eating discussion and research task

Healthy eating products launch activities sheets

[www.wikihow.com/Create-an-Advertisement](http://www.wikihow.com/Create-an-Advertisement)