



Name: \_\_\_\_\_

Class: \_\_\_\_\_ Date: \_\_\_\_\_

## Flyer for a Timeless Favourite

*An activity of "What was up in 2003".*

- 1) Read the article, "What was up in 2003" (pages 6–8, *What's Up* August 2023). Pick three items from the article that you found intriguing and explain why.

Items from 2003	Why they are intriguing to me

- 2) Watch the following video :

### **Vintage snacks, drinks and games in Singapore**

➤ <https://youtu.be/8uiFK5KgwIM>

(The Lefty's Journal, 10 Jul 2020)

- 3) Work in small groups. Select one of the items from the video to design and market. Adapt it to current health and taste preferences. Present it to the class in the form of a flyer advertisement to promote the snack/ drink/ game.

#### **Step 1: Choose your Classic Item**

Select a classic snack, drink or game that was popular years ago but might need some changes to suit today's preferences.

#### **Step2: Research and Brainstorm**

Do some research on the history of your item and gather information about its original ingredients, design, and maybe even old advertisements of it, if available. Brainstorm ideas on how you can adapt it to fit current health and taste preferences/ trends while maintaining its nostalgic charm.

#### **Step 3: Define Your Modern Version**

Decide on the changes you will make to align with current preferences, e.g. healthier ingredients, portion sizes, modern tastes.

#### **Step 4: Create a Catchy Slogan**

Come up with a catchy and memorable slogan that reflects your modern version's uniqueness and appeals to your target audience. Make sure it is short, impactful, and relevant to your item.

### **Step 5: Design Your Flyer**

Design your advertisement flyer on drawing block paper. Here are some tips to make it creative and attention-grabbing:

- **Eye-Catching Title**: Place the name of your modernised item prominently at the top of the flyer in a bold and easy-to-read font.
- **Nostalgic Elements**: Incorporate design elements that evoke a sense of nostalgia for the original version, such as vintage patterns, colours, or illustrations.
- **Colours**: Choose a colour scheme that's vibrant and relevant to your item.
- **Attractive Features**: Include highlights about your item that would entice your audience to try it, e.g. health benefits, use of fresh ingredients, description of taste and flavours. Use “before and after” comparisons to show how the vintage item has been transformed to match current preferences. Show testimonials, and give a call to action (i.e. to try the product, visit a website, follow on social media, etc.).

**DRAFT FLYER** - *Ideas and Sketches*

**Step 6:** Present your flyer to your class!