



Before Your Bay Day!

Pre-Visit Materials designed by the Chesapeake Bay Maritime Museum

Oyster Tins & Advertising: What 'cha Selling?

Materials

"Oyster Tins & Advertising" worksheet
"Design Your Own Oyster Tin" handout
Crayons, markers, or colored pencils
Answer Key & Teacher Tips

Grade Level

3rd-8th grade

Time

45 minutes

Goal

Gain an understanding of the logic behind oyster tin advertisements by interpreting examples of oyster tins advertisements and then demonstrating their understanding of advertising by creating their own oyster tin designs.

Assessment

Evaluate the oyster tin advertisements students design and assess if they utilized the characteristic of advertising that were discussed during the lesson.

Procedure

1. Discuss vocab words related to advertising. Suggestions include competition, catchy, slogan, convincing, promote, persuasive, benefit
2. Discuss advertisements:
 - a. Discuss types of advertising the students may have seen (billboards, commercials, flyers, newspaper ads, etc.)



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- b. Ask the students for specific examples? Did the advertisement include a slogan, bright colors, and/or vivid images?
 - c. Did these advertisements succeed in their goal? Did the students want to buy the item, go to the restaurant, etc? Why or why not?
3. Introduce the “Oyster Tins & Advertising” activity (page 3), where students will examine labels and determine the “selling point” of each company. Have students work on the activity alone and then have them share their thoughts with a partner. You may want to then discuss answers as a class.
4. Distribute the “Design Your Own Oyster Tin” handout (page 4) and instruct students to create their own. Provide materials that you find appropriate.
5. Once students have finished their design have them share what they have made. Prompt them with questions, such as how are you making your advertisement catchy or why would people be drawn to buy your oysters?



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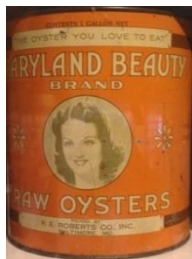
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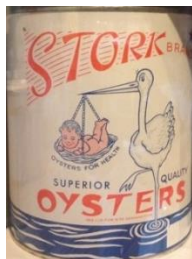
Oyster Tins & Advertising: What 'cha Selling?

The purpose of advertising is to get customers interested in buying what you are selling. One way of advertising is designing a unique label for the product. When you visit the Chesapeake Bay Maritime Museum, you will see a wall filled with various different oyster tins.

Activity

Look at the three oyster tins below and describe the “selling point” of each company’s brand. Consider color, patterns, pictures, phrases, and words. What do the oyster packing houses want you to believe makes their oysters different from the competition?







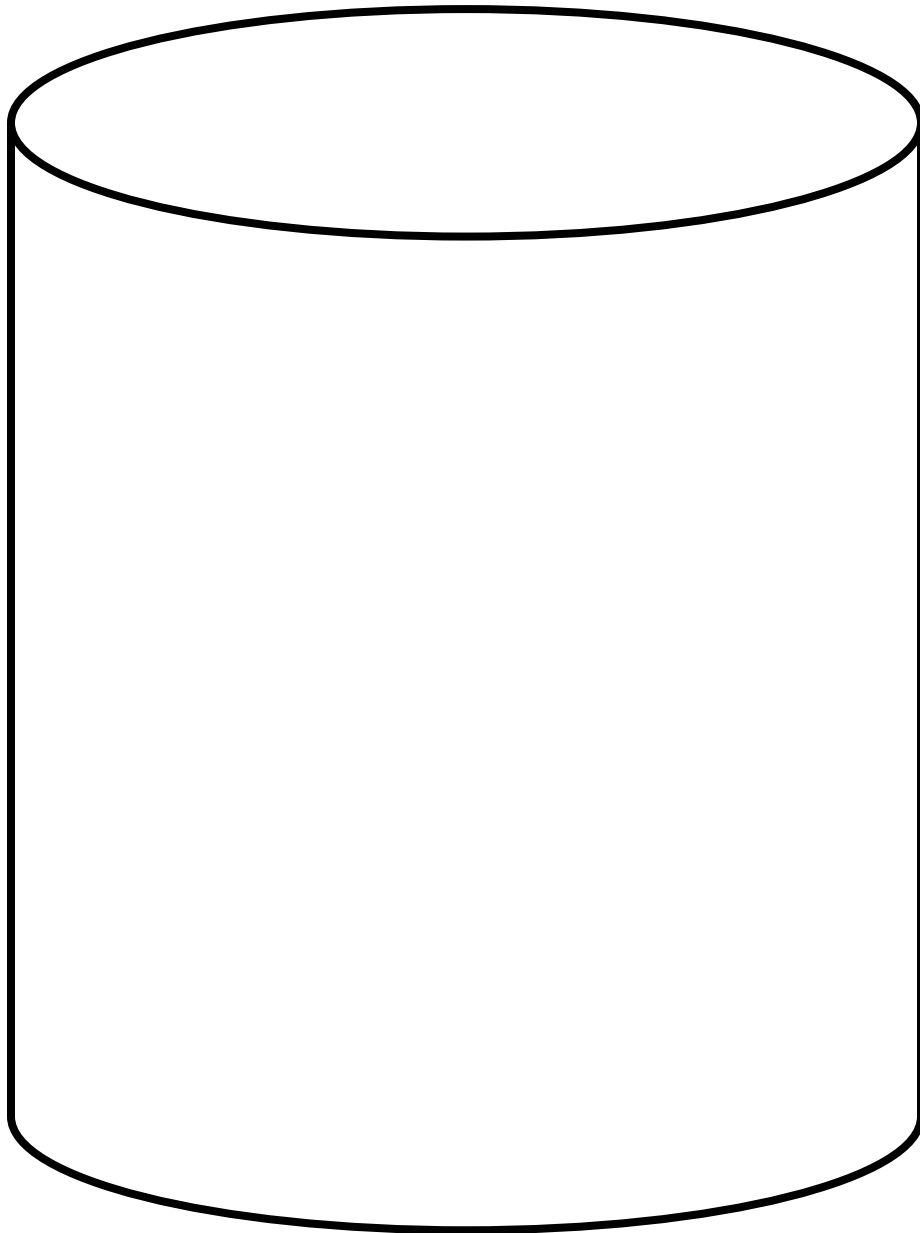


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Design Your Own Oyster Tin!

Use the blank oyster tin below to design your own label. Think about everything you noticed on the labels on the previous page. What will you name your oyster brand? What pictures make your tin special? How will you let customers know that your oysters are delicious? Use colors to really make your tin stand out!



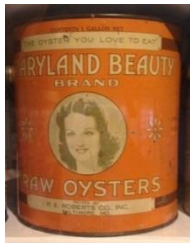


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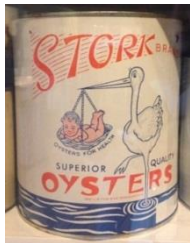
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Oyster Tins & Advertising: What 'cha Selling? **Answer Key**

The answers below are suggested responses. These answers are opinion-based and there may be additional points that the students discuss.



Maryland Beauty Brand: This company seems to claim something along the lines of, “if you eat our oysters, you will be beautiful!” The can has a picture of a beautiful woman, set in the center to draw your interest, with the phrase “the oyster you love to eat” displayed at the top. The bright orange color is another strategy used to draw the eye toward this particular can.



Stork Brand: This company offers the idea that if you eat their “oysters for health,” you will give birth to beautiful, healthy babies. The design of this label for “superior quality oysters” is kept simple so that the picture of the stork and baby stands out. Color choices are patriotic- red, white, and blue- suggesting that these oysters are the American choice.



Presto Brand: These oysters are magical! Who knows the benefits they will bring! If you eat these “fresh oysters,” you may become as talented as a magician! The contrasting colors create a simple design, equipped with an elegant logo bearing their brand name.

Teacher Tips

Have the students think about advertisements they are familiar with- ie. McDonalds logo & slogan.

*Note: Make sure the students realize that despite these very different labels, all contents inside the tins are exactly the same (Eastern oysters, *Crassostrea virginica*, from the Chesapeake Bay)