

# Pop, Fizz, History! A National Have a Coke Day Adventure

Let's explore the world's most famous soda!

## Lesson Activities:

### 1. Introduction: What's the Buzz? (10 minutes)

- Start by asking Sarah: "Did you know there's a day called 'National Have a Coke Day'? It's May 8th! What do you already know about Coca-Cola? Why do you think it's so popular around the world?"
- Briefly discuss how some products become iconic.

### 2. Blast from the Past: The Coca-Cola Story (15 minutes)

- Watch a short, age-appropriate video or read together an online article about the history of Coca-Cola. (Search terms: "History of Coca-Cola for kids", "Who invented Coke?").
- Discuss key points: Who invented it (John Pemberton)? Where (Atlanta, Georgia)? What was it originally supposed to be? How did it change over time?

### 3. Secrets of the Red & White: Branding & Slogans (15 minutes)

- Look up images of Coca-Cola logos and advertisements from different decades online. Ask Sarah: "How has the logo changed? What parts have stayed the same (like the script or the red color)?"
- Explain what a brand is (the overall image and feeling people have about a product) and what a slogan is (a short, catchy phrase used in advertising).
- Find some famous Coke slogans together (e.g., "The Pause That Refreshes," "It's the Real Thing," "Taste the Feeling"). Ask: "What makes these slogans good or memorable?"

### 4. Your Turn to Fizz: Design-a-Soda! (20-25 minutes)

- Challenge Sarah: "Now it's your turn to be an inventor and advertiser! Imagine you've created a brand new soda."
- Provide paper, drawing materials. Ask her to:
- Invent a name for her soda.
- Create a catchy slogan.
- Design a logo for her soda bottle or can.
- Draw a simple advertisement showing someone enjoying her soda.
- Optional: If using recycled cans/bottles, she can create a label to wrap around it.

### 5. Wrap-up & Share (5 minutes)

- Have Sarah present her new soda creation! Ask her to explain the name, slogan, and design choices.
- Review the key things learned: Coca-Cola's history, the ideas of branding and slogans, and how advertising works.
- Discuss: "Isn't it interesting how much thought goes into something like a soda bottle or a simple ad?"

### 6. Optional Extension: Taste Test Fun!

- If appropriate and materials are ready, mix simple 'mocktails' with sparkling water and juice, or conduct a blind taste test of different available colas. Discuss flavors and preferences.