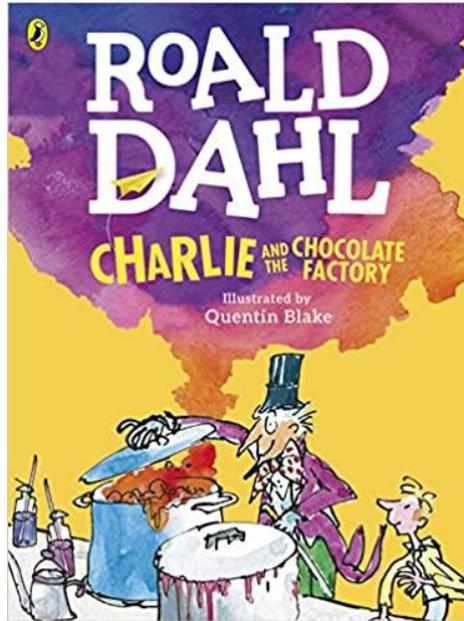


Invent a scumdidlyumptious treat!

Inspired by *Charlie and the Chocolate Factory*



Mr Willy Wonka, the most wondrous inventor in the world, opens his gates of his amazing chocolate factory to five lucky children. Gobstoppers, wriggle sweets and a river of melted chocolate delight await - Charlie needs just one Golden Ticket and these delicious treats could all be his!

1. Find the most magical space in your home

Is there a room under the stairs, an entrance to the loft, a space behind the sofa, or maybe even the garden shed? When you've thought of your special place take yourself there with some pens and paper, and then prepare yourself for something wonderful to happen.

2. Invent a scumdidlyumptious treat

Imagine that your secret room has transformed into a new section of Willy Wonka's chocolate factory, where you will invent a magical sweet or chocolate treat good enough for Charlie Bucket himself.

3. Design an advert

Once you've thought of your scrumptious treat, design an advert to encourage other people to buy it. You might want to think about the following things:

- What is your sweet called?
- What does it look like?
- Are there any mystery ingredients?
- How is it made?
- What does it taste like?
- Most importantly, what happens when you eat it?

You can use pictures as well as words and you can be as creative as you like!

Bonus activity

Think about **where** you might advertise your sweet. Where do you normally see adverts for food – is it online? Or in the physical world around you?

See if you can tailor your advert to different mediums* and create different versions of it.

Here are some ideas:

1. To be printed in a magazine
2. To be displayed on a bus stop
3. To appear on Instagram

*The way something is communicated eg a visual TV advert/audio radio advert

Explore more online

- If you've never read Charlie and the Chocolate Factory, you can listen to the first chapter for free on the [Roald Dahl app](#) or on [SoundCloud](#)
- Watch this [short clip](#) about the features of an advert, and [this video](#) about how advertising has changed over time
- For more Charlie and the Chocolate Factory fun, try this brilliant [activity pack](#)