



"Walk About Our Website" Sweepstakes Multimedia CD-ROM

Client: Willy Wonka Candy Factory
Agency: Wencel/Hess
Media: Multimedia CD-ROM delivered by Direct Mail
Audience: 12,000 Grade School Teachers
Message: Wonka's website has useful educational resources.

(Fade up on opening graphic of Willy Wonka)

"Hello again. It'll be my pleasure showing you exactly how to take the ideas from my school and use them in your classroom. You can easily use our features to supplement your curriculum, or find brand new topics to teach. For teaching tools that will excite, let's be off to my website!"

(W.W. waves wand and shot cuts to typical computer typing in the Wonka Web address.)

"First, open your web browser and type in my address, www.wonka.com."
(Read "double-you double-you double-you dot wonka dot com")

(Cut to the "welcome page at WONKA.com, allowing its opening splash screen to run. Cursor moves to bottom WONKA School phrase, then up to the WONKA School icon & clicks on it.)

"You can click on the text link at the bottom, or on the animated icon here on the right to go to the WONKA School."

(Cut to WONKA School page graphic. Cursor moves to Willy's Classroom door and clicks on it.)

"Let's start in my classroom."

(Cut to Willy's Classroom page.)

This month the Oompas wanted to learn about The History of Chocolate. I'll show you how you can use the materials here to teach your students about this tasty topic.

(Cursor moves to blackboard and clicks on it.)

"Just click on the blackboard!"

(Cut to "1. The First Chocolate" page.)

"Most of my Let's Learn About topics are divided into five sections, perfect for daily lessons or group projects."

(Cursor moves to "2" and clicks on it.)

"Let's look at the second section for some splendid examples."

(Cut to "2. The Secret's Out" page.)

"Here we learn that in 1730 machines replaced the expensive handmade chocolate-making methods, making chocolate affordable to all. As a daily lesson, this is a great way to start a class discussion of the principle of supply and demand. A group assigned this section could try to think of other examples."

(Cut to "3. The Cacao Plant" page.)

"Over in section three we find out cacao beans, the plant chocolate comes from, only grow within twenty degrees of the equator. A good in-class project, either in groups or individually, would be to identify the countries where the cacao plant could grow."

(Cursor moves to Planet-O-Matic link on note-paper on left and clicks on it.)

"Now let me show you the handy dandy Planet-O-Matic."

(Cut to Planet-O-Matic opening page where user selects Shocked or Non-Shocked version.)

If you have Macromedia's Shockwave plug-in, you can use the Planet-O-Matic online by just clicking on the left door. If you don't, you'll have to download it by clicking on the right door and following the directions.

(Cursor moves to left door and clicks.)

"I always keep up with the latest technology, so we can go right in to the online version."

(Cut to Planet-O-Matic Shocked version screen showing directions in middle.)

(Cut to Planet-O-Matic Shocked version screen showing "pick a planet" in middle.)

(Cut to Planet-O-Matic Shocked version screen showing "pick a category" in middle.)

(Cut to Planet-O-Matic with white blank space in middle. Cursor moves to Earth and clicks.)

"Just like the directions said, we'll pick a planet - Earth."

(Cursor moves to General Info and clicks.)

"And a category - general information."

(Cut to Planet-O-Matic Shocked version screen showing Earth Info in middle.)

"Here you'll find the essential information for hitchhiking in our solar system! Students can easily compare planets' gravity, environment, and size too. Once they read about all the planets, they might want to test their knowledge. Time for a Trivia Quiz!"

(Cursor moves to Trivia Quiz link on notepaper on left and clicks on it.)

(Cut to Trivia Quiz opening page where user selects Shocked or Non-Shocked version. Cursor moves to left door and clicks on it.)

(Cut to WONKA Trivia "Choose a Category" Screen. Cursor moves to Space Trivia and clicks.)

"We'll choose space trivia to see how much we learned from the Planet-O-Matic."

(Cut to WONKA Trivia "Choose a Level of Difficulty" screen. Cursor moves to Level One and clicks.)

"We'll start at level one. Just click the one you want and then click the play button!"

(Cursor moves to Play The Game button and clicks. Cut to first space question screen.)

"Just click on the answer you think is right. You'll hear a bell if you got it right and a buzzer if you were wrong."

(Cut to first space station answer screen.)

Then the quiz shows you the right answer and a little more trivia. Click the next button on the bottom right to go on to the next question.

(Cut to Final Score Screen. You'll have to play through all the questions to get to this.)

When you've answered all the questions, your total score is displayed. You could offer a special treat to the student who does the best - and you don't have to worry about grading any papers!

(Cursor moves to "choose new category" button and clicks on it. Cut to Choose A Category screen.)

"Let's choose another category - Technology! But first ..."

(Cursor moves to How It Works link on notepaper at left and clicks on it.)

"... we'll learn a little more about it in the How It Works feature about the Internet."

(Cut to How It Works screen. Cursor moves to How the Internet Works link and clicks. Cut to How the Internet Works screen.)

"The How It Works topics are organized just like the Let's Learn About Ones, in short

sections that are fun to read and easy to understand."

(Cursor moves to #7 and clicks on it. Cut to "7. How Plug-Ins Work" page.)

"Section seven even makes the plug-ins that run the Trivia Quiz and the Planet-O-Matic seem simple!"

(Cursor moves to Teacher's Office link at the top and clicks. Cut to Teacher's Office page.)

"Now let's look at the lesson plans in your office! Don't forget you have R. I. F. - Reading is Fundamental - and Fundraising information too."

(Cursor moves to Lesson Plans link and clicks on it. Cut to Lesson Plans page.)

"There are lesson plans for pre-school through sixth grade; let's see what the third graders can make!. A scroll and a click and we're on our way!"

(Cut to Third Grade page.)

"There are lesson plans for math, science, reading, writing, and art. If we scroll down to the bottom of this page, we will find a link to more Third Grade lesson plans. We'll click there."

(Cut to Third Grade page two displaying lesson plan 6.)

"Here's a fun and fascinating scientific experiment. Students observe the layers in a GOBSTOPPER. They apply what they saw to predict how the colorful confections were concocted. Near the bottom of the page you will find a link to a worksheet that helps students record their data."

(Cut to Third Grade Lesson Plan #6 Worksheet - says Science Journal. Cursor moves to browser's File button and clicks.)

"In your web browser, click "File" and then "Print."

(Cut to screen with browser's print menu shown with worksheet in the background.)

"Select the number of copies, and "OK" you'll click!"

(Cut to a shot of a clear plastic cup 2/3 filled with water, gobstopper(s), and the worksheet on a desk or table.)

"All you need are these few simple things, but from them you get fun and excitement and knowledge galore! Let's move on now, I've one last thing in store. Click "back" in your browser to exit the worksheet, then the clock at the top and back at school we will

meet!"

(Cut to Third Grade page two displaying lesson plan 6. Cursor moves to WONKA School clock link at top left and clicks. Cut to WONKA School page.)

"On the right side you'll see the sign for the library. Click it to see the Book of the Month."

(Cut to Book of the Month page.)

"The Library features one great book each month. I'll tell you what it's about, what honors it has received, and share critics' comments. And if one book a month just isn't enough, you can look on the Book of the Month Bookshelf for previous selections."

(Cut to closing graphic of Willy Wonka, fade to black.)

"I thank you for the chance to show you just how, ideas in my School can help add some POW. These are but few of the things to explore; use the books on the left to find out much much more!"