

## **Crafty Classrooms - Aquabeads**

Inspiring creativity & collaboration in almost 3,000 children

Our Crafty Classrooms initiative was designed to boost creative confidence whilst encouraging children to work and play together, through the power of Aquabeads. Providing teachers with meaningful and engaging classroom activities centred on using Aquabeads with children in Key Stage 1, the campaign also inspired teacher-confidence in the brand.

We successfully attracted more than the target 100 UK primary schools to sign-up for the free classroom resources, and ultimately drove brand-in-hand opportunities with 2,800 target-age children.

Weaving in core elements of the KS1 Art Curriculum, each pack was filled with a host of materials including mini Aquabeads kits, a Mega Bead Trunk and fun activity sheets. The resources were designed to help children learn and explore a variety of materials, tools and techniques whilst experimenting with colour and design by using their imagination to make their own creations with the original stick-with-water beads.

Delighted teachers shared their experiences of the sessions and observed that the pupils “created the animals (using Aquabeads) and used them in small world play” and “gave the (Aquabeads) animals names and talked about where they would find them”. An overarching response was that the children were “able to be individual with their ideas” supporting the child-led creative process of making Aquabeads.

- 100% of teachers recognised that our Crafty Classrooms packs of Aquabeads and resources helped inspire creativity in the children and encouraged them to work together
- Nearly 90% said Aquabeads helped the children to use their imagination
- 100% said they'd recommend Aquabeads to other teachers and schools