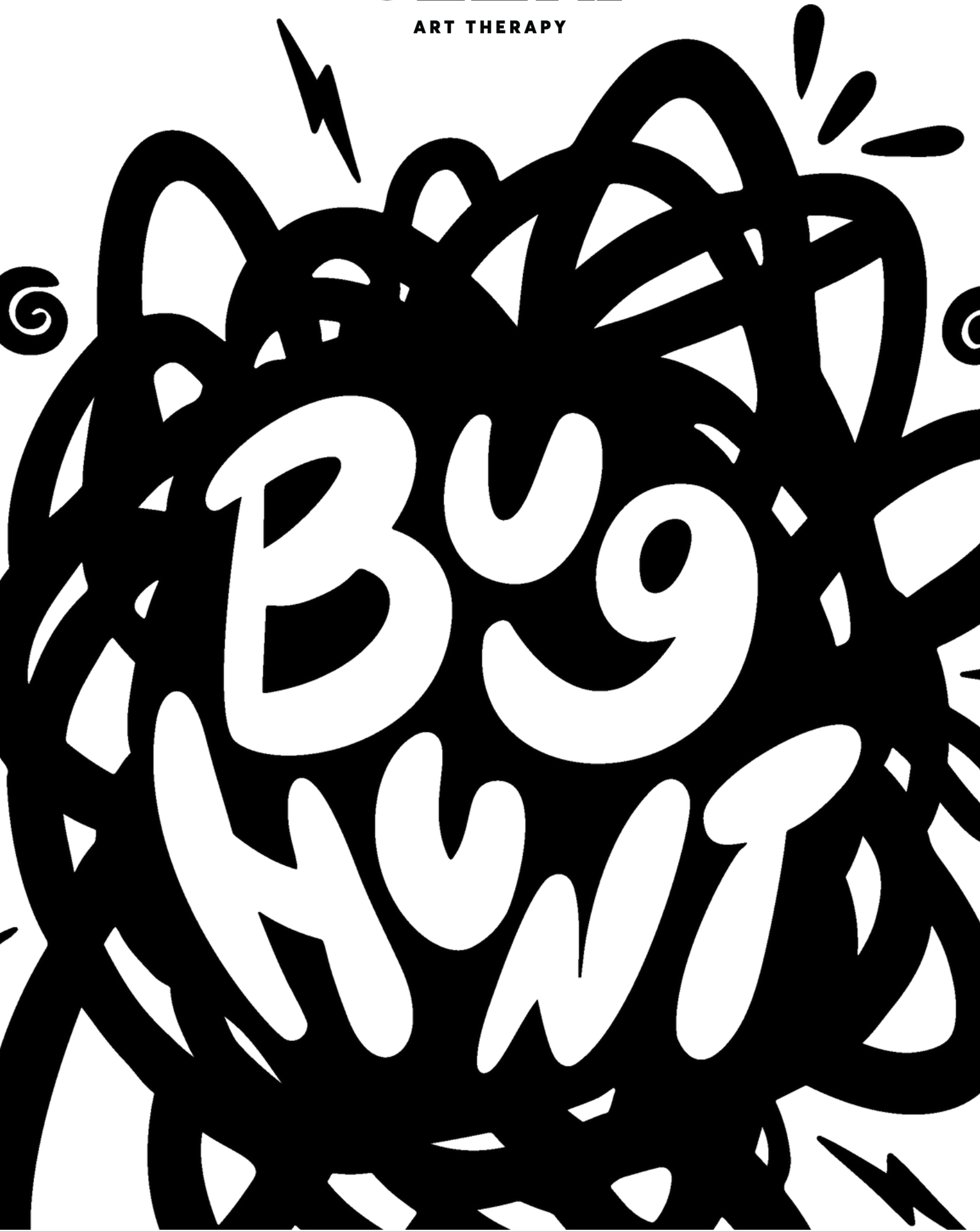


**CRATE**  
ART THERAPY





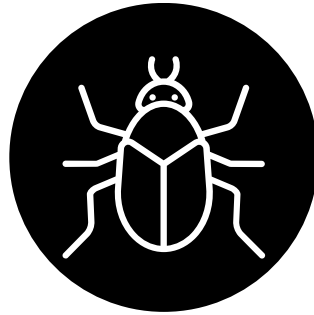
# Summary

This event encouraged kids (& kids-at-heart) to go on a quest to map out how big emotions can bubble to the surface and explore creative techniques to navigate those emotions.

The Bug Hunt Beakerhead activation, was structured like a scavenger hunt, encouraging participants to find the Bug Hunt printed sandwich boards strategically placed at key locations within the Beakerhead event.

The Bug Hunt headquarters was a unique stop in the scavenger hunt with art supplies for participants to create functional art that incorporates STEAM components to expand their emotional competence. This FREE, kid-friendly concept required no artistic skills, just a willingness to get creative and learn body calming techniques.

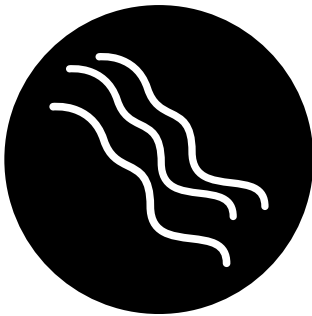
# Highlights



**556**

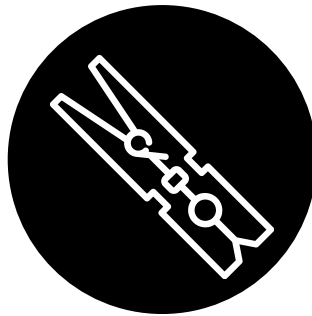
**BUG ME BUGS**

**CRAFTED WITH**



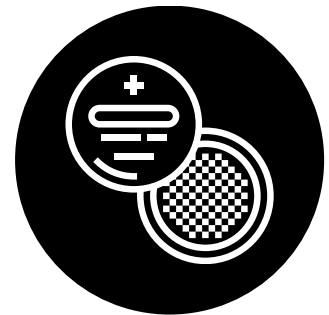
**1999**

**PIPE CLEANERS**



**501**

**CLOTHES PINS**



**556**

**BATTERIES**

**BUG HUNT QR CODE ENGAGEMENT**

**197**

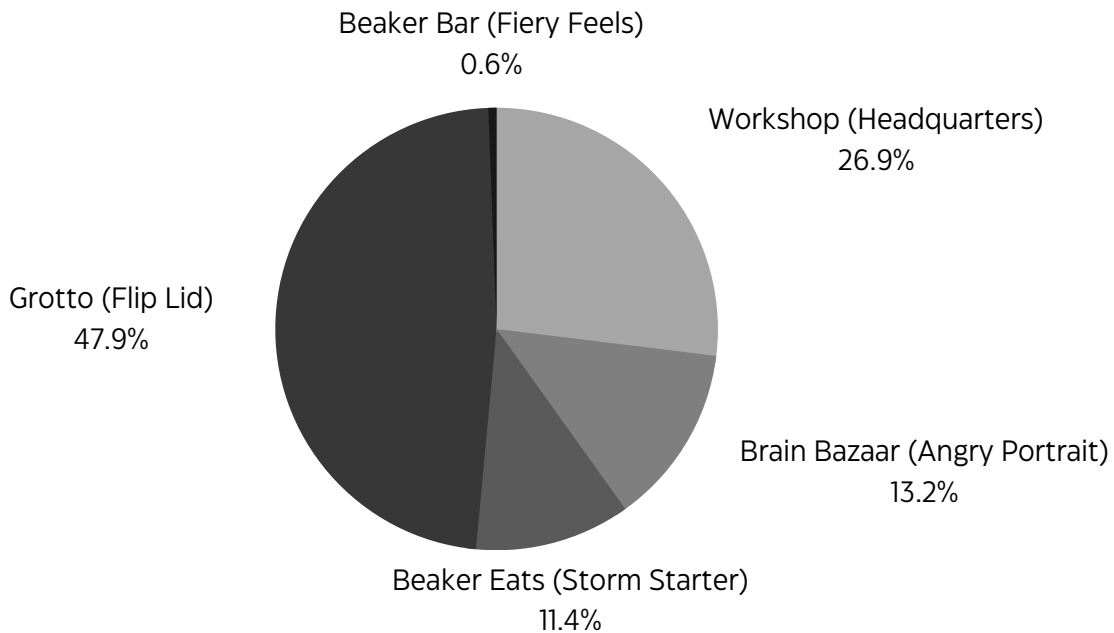
**TOTAL ENGAGEMENT  
(UNIQUE LOCATION/PAGE VIEWS)**

**0:03:03**

**AVERAGE ENGAGEMENT  
(UNIQUE TIME ON LOCATION/PAGE)**

# Location Engagement

(Ranked by location)



## Angry Portrait

Science: What does your face look like when you get mad?

Calming Technique: Nostril Breath

Bug Hunt Location: Brain Bazaar

<https://www.thisscrate.com/bughunt-angryportrait>



## Flip Your Lid

Science: What is happening in your brain when you get angry?

Calming Technique: Brain Break

Bug Hunt Location: Grotto

<https://www.thisscrate.com/bughunt-fliplid>



## Storm Starter

Science: What emotions lurk beneath your anger?

Calming Technique: Hand-On Heart

Bug Hunt Location: Beaker Eats

<https://www.thisscrate.com/bughunt-stormstarter>



## Fiery Feels

Science: Where do strong emotions show up in the body?

Calming Technique: Elephant Stomp

Bug Hunt Location: Beaker Bar

<https://www.thisscrate.com/bughunt-fieryfeels>

# Web Traffic

WEB PAGE	PAGE VIEWS	AVG. TIME
BUG HUNT: WHAT IS BUG HUNT?	30	0:02:54
BUG HUNT HEADQUARTERS	45	0:04:46
ANGRY PORTRAIT	22	0:08:16
STORM STARTER	19	0:00:13
FLIP YOUR LID	80	0:00:57
FIERY FEELS	1	0:01:12

## Successes

The Beakerhead community loved the art activity at the Bug Hunt Headquarters. Participants included kids and kids at heart, crafted approx. 556 Bugs Me Bugs.

The Bug Hunt provided an opportunity to give back to the community. Members of Girl Guides of Canada supported the Bug Hunt Headquarters in exchange for a \$15 donation rate for each hour worked, which equated to 40 hours and a total of \$570.00.

## Learnings

Ideas to improve the Bug Hunt activation in the future:

- Add an engagement element online (feedback, comments, questions).
- Have a designated area for the Bug Hunt
- Increase days/hours for pop-up, drop by activity.
- Distribute more promotional print material to share event with public, encourage Beakerhead participants to join the Bug Hunt (posters, etc).
- Add a gamification element (ie. prizes w/ local vendors) for find all 5 locations.

