

### Girl Talk Art Tip: Make a Braided Bracelet

If you love to design, create and make things then there's a new magazine you should check out called **Girl Talk Art**.

Ideal for 7-12 year old girls, the magazine is full of cool ideas and easy-to-do art projects to show off your creative side!

The new edition of **Girl Talk Art** is out on 10th October and it's a Halloween special full of everything you need to make five Halloween accessories, a paper pumpkin bag and loads of creepy decorations!

Find out more at [www.girltalkart.com](http://www.girltalkart.com)

However, in case you want to **Talk Art** have sent us a step-by-step making a very cool braided bracelet.

All you'll need is some ribbon or old T-shirt, cardboard and scissors.

OK, let's get started!

#### Making a Braided Bracelet

1 Cut two strips of fabric measuring about 15cm x 15cm. Pull each strip tight a few times (after cutting as they roll into small tubes).

2 Tie the top ends of the strips and add a couple of strips of spiky ribbon or sequins. Tape them all onto a piece of cardboard.

3 Weave the strips together. There are three to them top.

4 Tie the ends together with another strip of fabric, then untuck the plait from the cardboard.

5 Weave it into a braided shape and tie it together with an extra strip of fabric. Wrap the ends of the fabric strip round and round the join until it's all covered.

6 Trim the ends.

To find out more and get some creative ideas right now visit [www.girltalkart.com](http://www.girltalkart.com)

### Girl Talk Art Tip: Pompoms as Fashion Accessories!

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However, in case you want to get arty right now, **Girl Talk Art** have sent us a step-by-step guide to making a pompom and cool ways of using them!

#### Making a Pompom

1 Cut out two doughnuts from card and hold them together.

2 Wrap some gum round and round the doughnut until it's completely covered.

3 Push the points of some scissors between the two pieces of card, then carefully snip off the wool round the doughnut.

4 Tie a piece of wool around the middle (between the two pieces of card). Remove the two pieces of card and fluff up your pompom. Now use it to make some cool craft!

#### 3 Pompom Fashion Tip!

1 Use the pompoms to hair clip.

2 Use the pompoms to make a necklace.

3 Use the pompoms to make a bag handle. Use with a bag.

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**Girl Talk ART**  
www.girltalkart.com

**Funkids**  
digital radio and online

# Case Study: Girl Talk Art

- ## Campaign
- Girl Talk Art wanted a creative campaign that would engage listeners with the magazine and clearly highlighted its offering.
  - We created a series of 5 features each a Girl Talk Art Creative Tip, from using Pompoms as Fashion Accessories to easy ways to decorate your bedroom
  - Played 5 times per day for 4 weeks, as well as available to download online
  - 2 x Multi-platform Competitions
  - Extensive online activity with further creative tips

- ## Results
- Features reached 216,000 listeners generating over 1,779,000 impacts
  - 2,280 pageviews for GTA content on [funkidslive.com](http://funkidslive.com)
  - 1,524 entrants with an average of 57% opt-ins across the two competitions
  - 218 people sent direct to the Girl Talk Art website
  - Features downloaded online 2,077 times