

## Wall Drug

### Teaching Tip

### Signage...Free Water?

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During this activity your students will design a billboard, tweet and Facebook entry that will encourage people to visit a specific location like a town, business, state park, etc. Your students will also learn about Wall Drug and the simple, but incredibly effective marketing strategy that made a small town pharmacy world-famous.

Anyone traveling across South Dakota on the main route to the Black Hills has seen at least a couple of roadside signs advertising Wall Drug. At heart, Wall Drug is a family-run, small town pharmacy. In fact, it's a world-famous roadside attraction and multi-million dollar contributor to South Dakota's tourism industry.

The story of how Wall Drug was established and how it grew begins with Ted and Dorothy Husted. In 1931, they were a young couple just trying to support themselves and their family in the midst of The Great Depression. The Husted's decided to move to Wall and purchase a local drug store.



Image Courtesy: Historical Footprints Inc., Lead, SD



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There were some lean years but the Husted's family business really took off after Ted and Dorothy implemented a simple but incredibly effective marketing strategy. The marketing campaign was based on free ice water and clever signage transforming Wall Drug into a household name. Wall Drug is a major tourist destination that began as a small family pharmacy business. ([Learn more and view videos](#))

**Activity:** During this activity your students will design a billboard, tweet and Facebook entry that will encourage people to visit a specific location like a town, business, state park, etc.

- Select location
- Brainstorm marketing plan

- Design billboard
- Develop Tweet campaign
- Design Facebook entry
- Present marketing plan