

# CEREAL BOX PUZZLES

	Total Points Earned
29	Total Points Possible
	Percentage

Name \_\_\_\_\_

Date \_\_\_\_\_

Class \_\_\_\_\_

**Directions:** Using your cereal box puzzle complete the worksheet.

1. Who is the target audience? How can you tell? (2 points)
  
2. What items and special offers are pictured on the package? (1 point)
  
3. What is actually in the package? (1 point)
  
4. What words or images are used to attract your attention? (1 point)
  
5. Is the cereal nutritious? Why or why not? (2 points)
  
6. Does the box contain the government required listing of ingredients and their nutritional values? (1 point)
  
7. How does the size and appearance of the cereal picture compare to the actual appearance? (1 point)
  
8. Do you think a food stylist was used to create the cereal box pictures? Why or why not? (2 points)
  
9. Would you like this cereal? Why? (2 points)

10. Which techniques were used to market the cereal? Complete the following chart. (10 points)

Technique	Check if used	How?
Incentives/Promotions		
Slogan		
Logos		
Beauty Appeal		
Testimonial/Celebrity Endorsement		
Escape		
Lifestyle		
Peer Approval/ Bandwagon		
Rebel		
Unfinished Comparison		

11. Compare and contrast cereal boxes designed for adults versus children. What marketing differences do you notice? (1 point)

12. Change the audience for your cereal box. Consider all aspects- design, color, slogan etc. Draw a picture below and describe the changes you would make to advertise the cereal to the new target audience. (5 points)