

Creating a New Cereal and Package

Points: 50

Time to complete: 1 - 2 block period

Purpose:

This activity allows students to show their creativity by creating a new cereal that will appeal to a specific target market. Students will also be designing the packaging and labeling for the new cereal.

Materials Needed:

Student needs to supply:

- Empty cereal box that is in good shape and not torn up

Teacher will supply:

- Paper/pain to cover the box
- Markers
- Glue/tape
- Computer and printer



Procedure:

1. You will need to create a new cereal that will appeal to a specific target market.
 - a. Demographics such as age, gender, socio-economic status, race/ethnicity? Not all of these will apply but try to be specific.
 - b. Geographics? Does location matter here?
 - c. Psychographics – habits, hobbies, spending habits?
 - d. Behavioral - usage frequency, brand loyalty, benefits needed

For example you might choose the following target market: Adults age 35 – 60, who are watching their weight and health conscious but want a cereal that tastes good and gives them energy to get through the day.

What type of cereal would you create for this customer?

This new cereal should be a product that does not currently exist. However, you can look at current cereals on the market to help you decide on your product. You can create a new flavor of an existing cereal - for example, a new flavor of Cheerios that doesn't already exist.

2. You will design and create the package/box for the product that will appeal to your target.
 - a. You can use a computer to create the illustrations on the box and glue them on.
 - b. You can use sites like [Fontspace.com](https://fontspace.com) to make your name look fun.
 - c. Will your product belong to specific brand such as General Mills or Post, Kellogg's? If so you must include the logo on your box.
 - d. Be sure to look at labeling requirements for nutritional guidelines and be sure to include this on the package.

- e. You must include at least one specialty promotion on or in the box? (free things, coupons, game on the package, etc.)
3. Please type the answers to the following questions on separate sheet of paper or google doc to be turned in:
- a. Profile of the target market – be specific.
 - b. What are the ingredients and why did you choose them?
 - c. Your reasoning behind why this product will appeal to the target market.
 - d. Explain why you chose the brand (if applicable)?
 - e. Why did you design the box the way you did?
 - f. How/why will it appeal to the target market?

Cereal Box Scoring Guide

Name: _____

65 Points

Overall design of box including graphics, fonts used and neatness: (25 pts)..... _____

- Overall design should be attractive and professional looking.
- Take your time to create a neatly created box that will appeal to your target market.
- Use nice colors and graphics that are NOT blurry.
- Organize the information similar to what it is line on REAL cereal boxes.
- Make sure when you glue or tape items in the box that they are done neatly and secured all around the outsides of each item.
- This part of the scoring guide is worth more point because I really want you to take your time and try to make professional looking box.

Creativity: (10 pts) _____

- Cereal name and type are creative, original and interesting.
- DOES NOT mimic an existing cereal already on the market.

Appeal to target market (cannot give these points if you do NOT answer the questions .. at the end of the assignment. (10 pts) _____

- The graphics on the box would appeal to the target market.
- Colors, name and design all work together to appeal to the stated target.

Answers to Questions are complete and turned in (10) _____

Use of Class time (10 pts) _____

- Student is on task at all time during class work time. (10 pts)
- Student is off task 1 or 2 times and is redirected (7 pts)
- Student is off task often and does not finish on time (4 or 5 pts)
- Student is off task continually and does not listen when redirected. Does not complete the assignment. (0 pts)

Comments:



Cereal Box Evaluation Rubric

50 pts.

Name: _____

Grade:

Evaluation:

Your cereal box will be evaluated according to the following criteria. Your percentage can be determined by adding your score for each level.

	0-2	3-4	5-7	8-10	Your Score
Overall design of box including graphics, fonts used and neatness	Not organized and looks like it was thrown together without any effort.	Sloppy design and graphics are blurry and information is unorganized.	Overall design is attractive but could be a bit neater.	Overall design is attractive and professional looking. Uses nice colors and graphics.	
Creativity	Copies a cereal box that already exists.	Somewhat creative but not original.	Creative but takes ideas from a real box or just copied idea from online.	Very creative and interesting. Cereal name is interesting.	
Appeal to target market	Looks like it was thrown together without much care or thought.	Doesn't exactly appeal to the target market stated in the written but is still a professional looking box.	Appeals to the target market but parts might not work together.	The graphics on the box would appeal the target market. Colors, name and design all work together to appeal to the stated target.	
Questions	Questions not included.	Does not answer all questions.	All questions are included but incomplete answers are given.	All questions are answered completely.	
Use of Class Time	Did not use class time efficiently and was not finished on time.	Used class time somewhat efficiently but had to be told several times to get on task and did not complete the project on time.	Used most of the class time efficiently but could have been on task more.	Used class time efficiently and completed project on a timely manner.	
Total Points					

