

WHEATIES BOX ASSIGNMENT

100 points

It's the breakfast of champions, or the champion of breakfasts: Ever since we can remember, Wheaties cereal boxes have been synonymous with

celebrity athletes.

Its covers have

been graced by

the likes of Cal Ripken Jr., Mary Lou Retton and Michael Jordan. Over the years many Olympic Athletes have also appeared on the Wheaties boxes.



Scenario: You have been selected as the advertising team to design a new Wheaties Box based on the 2014 Winter Olympics in Sochi Russia. You must follow the guidelines below to help you create a box. In order to create the best box design possible you complete a Scavenger Hunt to research Wheaties boxes. You also complete research on your athlete to learn their background and determine why that athlete would be a good person to have as a spokesperson to help market Wheaties products.

Objective:

Students will be able to design a Wheaties advertisement to be placed on the front and back of a Wheaties box using an Olympic Athlete to help market the Wheaties product.

Tasks:

- Choose a 2014 Team USA Winter Olympic Athlete and create a Wheaties Box cover (front and back) with that athlete displayed.
- Complete Scavenger Hunt and other questions about the history of Wheaties and its relationship to sports.

Requirements for the Front of the box:

1. Wheaties name, slogan and logo at the top of the box.
2. General Mills Logo at the top left of the cereal box.
3. Include Made with Whole Grain.
4. Product Net Weight at the bottom right of the cereal box.
5. Picture of the Team USA Winter Olympic Athlete playing their sport.
6. Name of athlete and their sport (next to their picture)

7. Signature of athlete (or mock signature)
8. Put a Sochi Winter Olympics logo on the box

Requirements for the Back of the box:

1. Meet the Athlete.
2. Facts about their success in the sport.
3. Placements in events, etc.
4. Their testimonial regarding how good nutrition has helped them be a success and a champion.
5. Two pictures of the athlete performing in their sport.



Using Microsoft Word you will learn:

- Saving an Image in My Pictures
- Inserting an Image into your Word document
- Applying the Format Picture options such as squaring, placing an image in front or behind of text, etc.
- Inserting text boxes
- Page Layout/Page Color Orange

Copy to Flash Drive and Print

Name _____

Wheaties--Scavenger Hunt Questions

50 points

1. What athlete and sport did you choose for the Wheaties box?

2. Why did you choose that athlete? What makes you think they would be a good representative to market Wheaties products?
3. Who was the first athlete to appear on a Wheaties box and what year?
4. What athlete has appeared the most times on Wheaties boxes? Who was second?
5. Who was the first African American athlete to appear on the Wheaties box and what year and what sport did he compete?
6. Who was the first female athlete to appear on a Wheaties box, what year and what sport?
7. Who was the first football player depicted on the front of a Wheaties box? What year was this?
8. There have been a total of seven spokespersons for the Wheaties brand since 1958. Who are they and what year were they the spokesperson?

9. What year was there a non-orange Wheaties box? In honor of what team?
10. What year were Wheaties created and how?
11. Where did Wheaties originally place the photos of the athletes and when did that change?
12. What year did Wheaties begin to be sold and under what name?
13. How did the name end up being changed to *Wheaties*?
14. What year and how did Wheaties begin to advertise its cereal?
15. What year did Wheaties began its association with sports and how?
16. What is the Wheaties Sports Federation and what does it have to do with the Olympics?

17. After all your research about Wheaties and its long standing relationship with sports, in your opinion, do you think it was a good or bad idea for General Mills to market its products through sports? Why or why not?

18. Why or how do you think Sports has helped Wheaties to market its product?

ANSWERS—NOT IN THE SAME ORDER SORRY

1. Who was the first athlete to appear on a Wheaties box and what year?

- Lou Gehrig, 1934

2. What athlete has appeared the most time on Wheaties boxes?

- Michael Jordan holds the record for the most appearances on the Wheaties box. He has appeared on the box 18 times.

3. Who was the first African American athlete to appear on the Wheaties box and what year and what sport did he compete?

- Jesse Owens - After winning four gold medals in the 1936 Olympic Games in Berlin, Germany, track star Jesse Owens was chosen to be on the Wheaties box. This was the first time an African-American athlete appeared on the box. His image would once again be on the cereal in 2003.

4. Who was the first female athlete to appear on a Wheaties box, what year and what sport?

- Babe Zaharias
- In 1935, Babe Zaharias became the first woman to appear on the box. Though she was best known for her golf skills, Zaharias seemed to be able to excel at almost every sport she tried. In the 1932 Olympics, held in Los Angeles, California, she took home two gold medals for track and field events.

5. What year were Wheaties created and how?

- 1922 – accidental spill of a wheatbran mixture onto a stove

6. Where did Wheaties originally place the photos of the athletes and when did that change?

- Originally athletes were depicted on the sides or back of the cereal box,
- In 1958 Wheaties began placing the pictures on the front of the box.

7. What year did Wheaties begin to be sold and under what name?

- 1924
- Washburn's Gold Medal Whole Wheat Flakes

8. *How did the name end up being changed to Wheaties?*

- *An employee contest to rename the cereal.*

- *The wife of an export manager came up with the name*

9. What year and how did Wheaties begin to advertise its cereal?

- Wheaties began to be advertised on Minneapolis' WCCO radio station (owned by Washburn Crosby) on December 24, 1926, with the first-ever commercial jingle.[2]
- Its lyrics were sung to the tune of the then-popular "She's a Jazz Baby":

"Have you tried Wheaties?
They're whole wheat with all of the bran.
Won't you try Wheaties?
For wheat is the best food of man.[2]

10. What year did Wheaties begin its association with sports and how?

- 1927 advertising on the southern wall of minor league baseball's Nicollet Park in Minneapolis, Minnesota.
- In the contract, Wheaties sponsored the radio broadcasts of the minor league baseball team, Minneapolis Millers, on radio station WCCO
- Wheaties was provided with a large billboard in the park to use to introduce new slogans.
- The first such slogan on the new signboard was penned by Knox Reeves, of a Minneapolis advertising agency.
- When asked what should be placed on the sign for Wheaties, Reeves sketched a Wheaties box on a pad of paper, thought for a moment, and wrote:
 - "Wheaties-The Breakfast of Champions".

11. What is the Wheaties Sports Federation and what does it have to do with the Olympics?

- The Wheaties Sports Federation promoted physical fitness, training, and participation in athletic events, through direct financial support of Olympic educational programs and the Jaycee Junior Champ track and field competition, and also through educational and instructional athletic films.

Link to article that shows samples of different boxes – you can use to preview with students prior to getting started. Scroll down to the middle of the article.

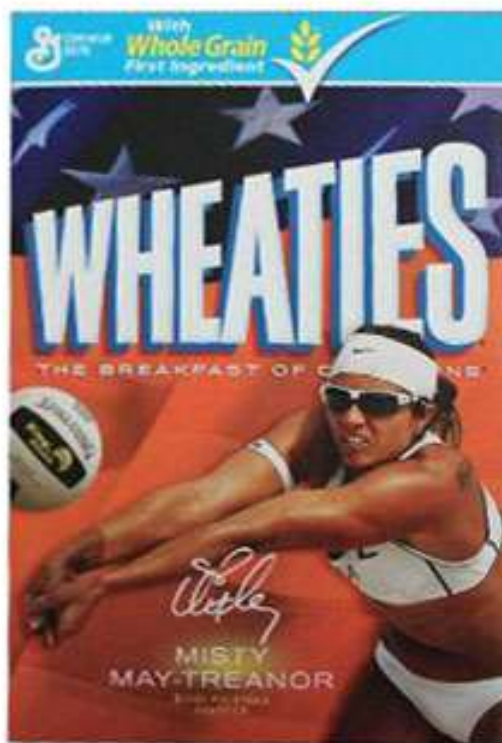
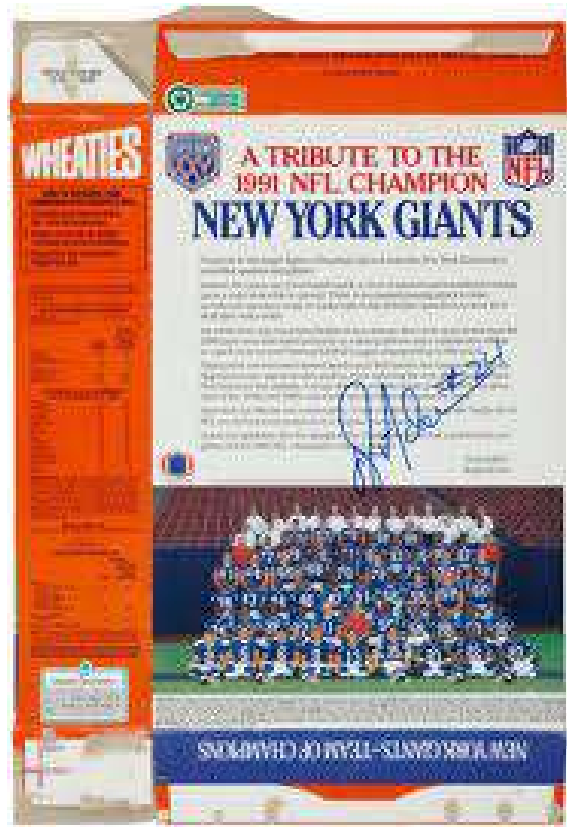
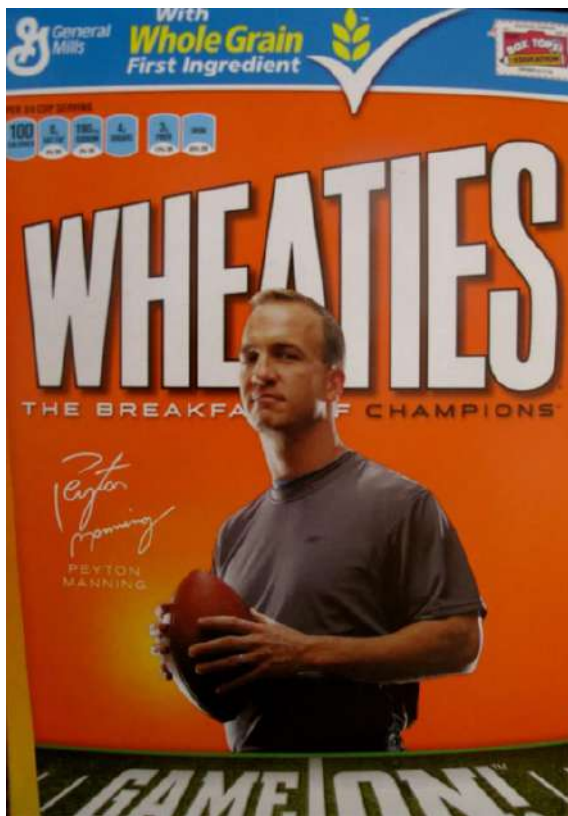
<http://sports.yahoo.com/news/wheaties-feature-olympians-look-other-athletes-honored-cereal-004700470--nba.html>

Article about Wheaties partnering with sports.

<http://www.smithsonianmag.com/arts-culture/the-11-things-you-didnt-know-about-wheaties-26523142/>

1. Who was the first football player depicted on the front of a Wheaties box? What year was this? Walter Payton (1986)
2. What year was there a non-orange Wheaties box? In honor of what team? 1992 Black and white, Chicago Bills
3. Who holds the record for the most depictions on a Wheaties box? Who was depicted second?
Michael Jordan (18 times), Tiger Woods (14 times)
4. There have been a total of seven spokespersons for the Wheaties brand since 1958. Who are they and what year were they the spokesperson?
 - Bob Richards - 1958
 - Bruce Jenner - 1977
 - Mary Lou Retton - 1984
 - Walter Payton - 1986
 - Chris Evert - 1987
 - Michael Jordan - 1988
 - Tiger Woods – 1998

EXAMPLES OF FRONT and BACK OF BOXES



WHEATIES BOX ASSIGNMENT

Scavenger Hunts

Rubric

	Needs Work	Good	Excellent	Points
	0-20 pts. Front/0-20 pts. Back 0-20 Creativity	21-32 pts. Front/21-32 pts. Back 21-32 Creativity	33 pts. Front/33 pts. Back 34 Creativity	Earned
Presentation				
Scavenger Hunt and Research Questions	<ul style="list-style-type: none"> Wheaties Scavenger Hunt Questions Olympics Scavenger Hunt Questions 			Maximum 50 points Maximum 50 points
Evaluator Comments				/100
Front of Box	<ul style="list-style-type: none"> Student(s) did not have all required items (8 items required – had less than 4) Student(s) did not organize content attractively on box. Student used incorrect colors and fonts were not clear on the box 	<ul style="list-style-type: none"> Student(s) did not have all required items (8 items – had 6 or less) Student(s) content was satisfactorily displayed on box – pictures and text displayed in a fairly organized fashion Student displayed correct colors & text fonts on the box 	<ul style="list-style-type: none"> Student(s) had all or mostly all required items (8 items – had 7 +)) Student(s) content was displayed in an attractive fashion on the box – pictures and text displayed in a well organized clear fashion Student used correct colors & attractive fonts on the box 	
Evaluator Comments				
Back of Box	<ul style="list-style-type: none"> Student(s) did not have all required items (5 items required – had less than 2) Student(s) did not organize content attractively on box. Student used incorrect colors and fonts were not clear on the box 	<ul style="list-style-type: none"> Student(s) did not have all required items (5 items – had 3 or less) Student(s) content was satisfactorily displayed on box – pictures and text displayed in a fairly organized fashion Student displayed correct colors & text fonts on the box 	<ul style="list-style-type: none"> Student(s) had all or mostly all required items (8 items – had 4 +)) Student(s) content was displayed in an attractive fashion on the box – pictures and text displayed in a well organized clear fashion Student used correct colors & attractive fonts on the box 	
Evaluator Comments				
Creativity and Attractiveness	<ul style="list-style-type: none"> Student(s) did not demonstrate creativity or provide any new ideas Box was not eye appealing to a target audience 	<ul style="list-style-type: none"> Student(s) demonstrated some creativity and/ or provided some new ideas Box had eye appeal to a target audience 	<ul style="list-style-type: none"> Student(s) demonstrated a high level of creativity and provided new ideas for a box design Box was very eye appealing to a target audience 	
Evaluator Comments				
Total Points and additional comments			Maximum Points 100	/100

