

DESIGN YOUR CEREAL BOX

ADVERTISING STRATEGIES ACTIVITY FOR PARENTS AND KIDS

Think about how you would create your own advertisement for cereal to place it on your cereal box. Design the front panel of the cereal box employing some of the common advertising strategies (see below). You can start the conversation by examining cereal boxes with your child (for example, on a trip to the grocery store) and applying the strategies you have identified .

Here are a few questions to consider before you start:

- Who are you trying to sell your cereal box to?
- Come up with a name for your cereal. Make it catchy and attractive.
- How are you going to sell it? What strategies will you use? (see below)
- Design your cereal box. Use colors, pictures, and design that will sell your cereal. You can also use pictures from magazines or the internet to design your box.
- **Be creative!**

Advertising Strategies

Here are some common strategies used in advertising to kids:

- Cool kids: everybody wants to be these kids
- Family fun: the product instantly helps families have fun together
- Excitement: the product is key to amazing fun and adventure
- Star Power: a celebrity, athlete or someone you admire uses this product
- In the picture, the product looks bigger than it actually is
- Feel good: this ad tells a story that makes you feel good
- Word choice matters. “Taste of real chocolate” –it only tastes “like”. “Made with real whole grain” –the product may contain a negligible amount of it. Look for what is missing – the ad does not give the full information about the product.
- Too good to be true: The promises made by the ad are exaggerated. In reality, the product does not function as depicted
- Cartoon characters: they help you remember the product and relate to it
- Weasel words: using words that are purposefully misleading (e.g., new, improved). Just being new or because it says to be “improved” doesn’t mean it is good. Words like “crunch” and “fun” are used to make the product sound exciting.
- Inviting the child to go to the website where they can get a lot more advertising exposure that children think of as just fun games and activities.

