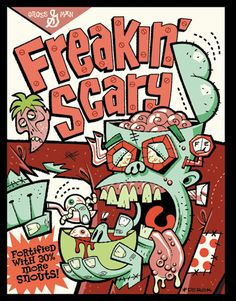
Foods 9-10(B)

**NAMES: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Block: \_\_\_\_\_\_\_ Unit #: \_\_\_\_\_\_\_**

**Create Your Own Cereal Box Design**

**Topic: Nutrition over a lifetime.**

You and your business partners have just invented a new cereal and you have a meeting with the CEO of Kellogg’s to try to sell them your product.

Kellogg’s is specifically looking for a cereal that targets customers in the following age groups. Your goal is to design your cereal box to attract your target audience.

Unit 1: Children aged 4-10 years

Unit 2: Youth aged 11-16 years

Unit 3: Body-conscious adults

Unit 4: Parents of young children

Unit 5: Adults aged 30-50 years

Unit 6: Elderly (70+ years old)

Work with your group to create a fabulous, new and exciting cereal box design. Your design should include the name of your cereal, a catchy **slogan** and characteristics (including nutritional content) meant to attract your target audience. Be sure to decorate all 4 sides, plus top and bottom of the box. Leave the top free to open, so you can put your mark sheet inside the box. Be sure to bring your box (& this mark sheet) with you to your big meeting with the Kellogg’s

executives on:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Needs a Second Look** | **Eye Catching** | **Bravo!**  **Stands Out from Other Cereal Boxes** |
| **Creativity, Neatness & Evident Effort**  (5 marks) | * Name of cereal is not apparent * Lacks creativity or evidence of thought * Spelling errors * Little evidence of effort * Not neat & tidy   **1-2 marks** | * Name of cereal clearly shown * Creativity & thought are evident * Mostly neat * Few spelling errors * Bland – not pleasing to the eye   **3-4 marks** | * Name is original and stands out * Very creative; shows originality * Very neat and tidy; printing is “professional”; correct spelling * Bright and bold: draws attention from others   **5 marks** |
| **Attracts Target Audience**  (5 marks **x 2** = /10) | * Subject matter and/or message are/is unclear * Little or no nutritional or other target information * Message is inappropriate to attract target audience   **1-2 marks** | * Includes cereal name, slogan and some nutritional characteristics, but target audience is unclear or ambiguous   **3-4 marks** | * Target audience is clearly evident * Box catches target audience’s attention at a glance * All box surfaces are covered with required information   **5 marks** |
| **Catchy Slogan**  (5 marks) | * No slogan or slogan is hard to find or hard to understand * Lacks originality or creativity * Slogan is not “catchy”   **1-2 marks** | * Slogan is included, but bland and not original or catchy/memorable   **3-4 marks** | * Slogan is original, catchy, appealing and memorable   **5 marks** |
| **Colour Choices and “Wow Factor”**  (5 marks **x 2** = /10) | * Minimal use of colour * Colour is not bright or bold; does not stand out from others   **1-2 marks** | * Colour pattern draws attention but may be visually difficult or confusing * Box blends in from a distance   **3-4 marks** | * Information visible from several feet away * Bold colours; easy to read; stands out from others   **5 marks** |
| **Ready for presentation on**  **due date** |  |  | **/10 marks** |
| **TOTAL:** |  |  | **/40 marks** |