This is a BIG, IMPORTANT project

• This project is worth 120 points!!
• That’s equal to 2 weeks of class projects.
• It’s due Tuesday November 22nd 3:00. Late projects lose 20 points.
• Yep, 20 points.
• We will work on it in class 5 days.
• If you finish early, GREAT! Bring other homework or a book
• STUDY HALL!
You are going to make a design for a fake Cereal

• You are going to draw your ideas on a big piece of paper.
• You will be graded on NEATNESS and ATTENTION TO DETAIL.
• You don’t have to be a great artist – just neat.

YOU CAN WORK ON IT AT HOME. IT CAN BE FUN, SILLY, CUTE NOT PSYCHO, MEAN, CRAZY, DISGUSTING.
The 4 P’s of Marketing - AGAIN

• P for **Product**: You will Choose the name, taste and design of your Cereal Box.

• P for **Price**: You will research to find out what is the best price for your Cereal.

• **Promotion**: You will recommend a T.V. show that will be a good match for your cereal. You don’t want to advertise cereal for Denture wearers on a morning cartoon!

• **Placement**: Companies have to decide WHERE they are going to sell something. We can’t think of any way to fake this for our project, so you aren’t actually doing this P!
Fold the Big paper in 1/2

- There are 4 sides and the next few Power Point Slides will explain what to put on each side of the paper!
  - Front will have your Front of Box Design
  - Inside Left Glue the yellow paper
  - Inside right – Neatly write summary paragraph
  - Back Cover – Back of Cereal Box Design

<table>
<thead>
<tr>
<th>FRONT</th>
<th>INSIDE LEFT</th>
<th>INSIDE RIGHT</th>
<th>BACK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name</td>
<td>Yellow Paper glued</td>
<td>Glue typed paragraph that includes:</td>
<td>Back of Cereal Box Drawing</td>
</tr>
<tr>
<td>Period</td>
<td>Market Research</td>
<td>Target market Name Symbol/Logo Taste T.V. Show</td>
<td>Make sure to include Promotion (Free inside) on either the front or the back</td>
</tr>
<tr>
<td>Drawing of Front of Box</td>
<td>√ Off items when done.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inches</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ounces</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cereal Name Company Name Price</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Follow the Directions

• Write your name on the Yellow sheet.

• Read all the directions Carefully.

• You are going to tape or glue the Yellow sheet to your finished project on page #2 or Inside Left

Due Nov 22nd
Side #1 Front of Box Design

- Neat Drawing is more important than artistic skill. (not an art contest)
- Choose your own theme, but NOTHING PSYCHO OR CRIMINAL!!
- **YOU CANNOT PRINT FROM THE COMPUTER.** This is a hand drawn project.
- Name of your Cereal
- Name of your Cereal Company
- Mascot or fictional character or symbol
- **WRITE YOUR NAME AND CLASS PERIOD ON TOP OF PAGE #1**
Include on Side #1

- Read the orange directions and DON’T FORGET to:
  - Include box measurements in inches.
  - Include the weight of your box.
  - Include the price.

FRONT
Name
Period
Drawing of Front of Box
Inches
Ounces
Cereal Name
Company Name
Price
Back Page – Back of Box Design

Draw a back cover. Make it interesting or fun or informative.

A lot of kids lose points on this because they spend a lot of time on the front and then scribble on the back!
Inside Left

• Tape your YELLOW paper to page 2.
• It’s a good idea to get a pencil and write each item right on the yellow paper after you finish doing it.
• That’s a great way to NOT forget something important.
• A lot of kids forget to put the size, weight and price and that’s the easiest part of the project!
• Market Research instructions on the next 2 slides.
• Setting the PRICE of any item is important.
• Most companies check out the competition before setting a price.
• Of course, a real business would have to add up the cost of the ingredients and the workers’ pay before setting a price. You can’t do that on this project.
• So, You need to **get a real grocery store receipt and check prices of real cereal.** You will use the ad on the next slide.
• If your cereal price is 3 times higher than any of the ones in the grocery store ads, something is wrong!
Get a Real Grocery Store Ad.
Find a Cereal Box that’s for sale.
Write the name of the cereal, date of ad (at bottom), and the price on yellow paper.
This example shows 5 boxes for $10. That’s $10 divided by 5 = $2.00 each.
Next, figure out the ounces in box. (Either on ad or look on sample cereal boxes)
Divide $2.00 by 20 ounces = 10 cents per ounce.
Write that on the yellow sheet. Research 2 TWO different REAL Cereal prices.
Guess who the Target Market is for the cereal in the ad. Is it for kids? Dieters? Adults? Write it on your yellow sheet.
• The most common mistake the students make on this project is that they FORGET to do the Market Research at the bottom of the Yellow Sheet.
• Instructions were on the previous slide but for some reason, kids forget the Market Research.
• Or they make up fake prices and stuff.
• You don’t make up the fake prices, you find them on the REAL grocery store ads that the teacher has on the counter.
Side #3 – 2 Paragraphs

- Neatly type OR HANDWRITE /PRINT your 2 Paragraph and glue on Side #3. It only needs 4 or 8 sentences. Real sentences with verbs and nouns and punctuation!!!
- It should answer directions #1 to #4 – Describe how it tastes. Describe your Target Audience. Who Do you want to buy it? Identify your Mascot or Symbol.
- Paragraph Example: My Cereal is designed for Teenage Athletes and is called “Jump Start”. My design has a set of tennis shoes with springs on them. It tastes like bananas. It is a healthy low sugar cereal.
- #4 – Name a T.V. show that would be a good place to advertise your cereal.
- 2nd Paragraph Example: I think that my cereal should be advertised when there are sports events being shown. Kids who watch sports will like my “Jump Start” theme.
We will work on the Cereal Box in Class this week

- Work in class all next week.
- If you don’t finish it in class, take it home for HOMEWORK or come for Intervention
- The project is due on Tuesday Nov 22\textsuperscript{nd} at 3:00.
- IF YOU DO NOT TURN IN THIS PROJECT, YOU WILL FAIL THE TERM.
- LATE PROJECTS LOSE 20 POINTS, but it’s better to turn it in and get 100 points out of 120 than to get Zero!
This is a review of what is needed for each page of the cereal box.
- Front will have your Front of Box Design
- Inside Left Glue the yellow paper
- Inside right – Neatly write summary paragraph
- Back Cover – Back of Cereal Box Design

**FRONT**
- Name
- Period
- Drawing of Front of Box
- Inches
- Ounces
- Cereal Name
- Company Name
- Price

**INSIDE LEFT**
- Yellow Paper glued
- Market Research
- ✓ Off items when done.

**INSIDE RIGHT**
- Glue typed paragraph that includes:
  - Target market Name
  - Symbol/Logo
  - Taste
  - T.V. Show

**BACK**
- Back of Cereal Box Drawing
- Make sure to include Promotion (Free inside) on either the front or the back