

CEREAL BOX PROJECT

This unit combines marketing, advertising, agriculture, word processing, Desktop Publishing, spreadsheets, data processing, and presentations into one project.

Students will do the following:

1. Define marketing, identify and describe the 4 P's of marketing
2. Conduct market research and create a report (Spreadsheet)
3. Create a new cold cereal
4. Develop a slogan, logo, brand name, and company name for the cereal
5. Use the AIDA formula
6. Create the front and back of a cereal box (Desktop Publishing)
7. Create a TV commercial as a slide show (PowerPoint)

Teaching Sequence:

MARKETING

Present "What is Marketing?" material

Explain 4 P's of Marketing?

Discuss "Promotion"

Assignments:

- 1) The "4 P's of Marketing" (worksheet)
- 2) Jones' Market (worksheet)

PRODUCT & PRICE

Assignments:

- 3) Kid Preferences Survey
- 4) Parent Preferences Survey

MARKET RESEARCH REPORTS

Teach the basics of spreadsheets. Demonstrate how to create a report.

Assignments:

- 5) Create 2 Market research reports (computer printout)

DESIGN COLD CEREAL

Discuss cold cereal

Assignment:

- 6) New Cold Cereal Cost (worksheet)

DESIGN CEREAL BOX FRONT AND BACK

Simple presentation on package design principles
Discuss the AIDA formula

Assignments:

- 7) Cereal Box Plan (worksheet)
- 8) Cereal Box Front (pass off on computer monitor)
- 9) Cereal Box Back (computer monitor)

CREATE A TV AD FOR THE CEREAL

Teach basic slide show principles for PowerPoint

Assignment:

- 10) Create a TV advertisement for the new cereal using slide show software (computer monitor)

Product Identification Activity

(Activity 1)

DIRECTIONS: Show students pictures of different products. Help them identify and associate goods, services, and ideas (information) as products. Help students understand that *GOODS, SERVICES, AND IDEAS ARE ALL PRODUCTS*.

Possible Examples:

- **Goods:** diskette, food, football, automobile
- **Services:** doctors, nurses, cosmetologists, chefs, cruises
- **Ideas:** newspaper, television, radio, weight loss programs, don't drink and drive

REMEMBER: Students need to understand that *GOODS, SERVICES, AND IDEAS ARE ALL PRODUCTS!!!*

Name _____ Period _____

Cold Cereal Project

Date	Activity	Points Possible	Points Earned
	1. The "Four Ps" (worksheet)	10	
	2. Jones' Market (worksheet)	10	
	3. Kid Preferences Survey (worksheet)	10	
	4. Parent Preferences Survey (worksheet)	10	
	5. Market Research Reports (computer printout)	20	
	6. New Cold Cereal Costs (worksheet)	10	
	7. Cereal Box Plan With AIDA Formula (worksheet)	10	
	8. Cereal Box Front (computer monitor)	30	
	9. Cereal Box Back (computer monitor)	30	
	10. TV Ad For Cereal (computer monitor)	80	
	Extra Credit:	0	
	Total	220	

Name _____ Period # _____

The "Four Ps" Worksheet (Activity 1)

Directions: This is a classification activity. Your goal is to look at the words below and then determine if it is an example of product, price, promotion, or place. Write the word in the correct column.

Car	Coat	Dentist	All Day Lagoon Pass
Newspaper	Wholesale	Warehouse	Personal Selling
Distribution	Food	Taxi	Retail
Profit	Labor	Cost	www Address
Coupons	Business Address	Flyer	Computer
Restaurant	Mark-up	Radio	Billboard

Product	Price	Promotion	Place

PROMOTION (Activity 2)

PROMOTION is letting people know about products and services in a positive way so they will want to make a purchase. Promotion is used to tell potential customers about:

1. How to use a product or service and what it is used for
2. The quality of a product or service
3. Where the product or service is available
4. New products that are on the market
5. Other important information about the product

There are **THREE MAJOR REASONS** to use promotion. They are to **INFORM** customers about products, to **REMIND** customers of the product, and to **PERSUADE** customers to buy. For example:

To Inform: A company that makes puffed rice cereal prints a magazine ad with recipes for "Rice Crispy Squares."

To Remind: A pizza restaurant gives away free refrigerator magnets with delivery information.

To Persuade: A company uses labels to emphasize that products are "new and improved," "concentrated," "extra strength," etc.

There are **FOUR TYPES OF PROMOTION** used to help sellers get their message to customers.

1. **ADVERTISING** - Any paid form of communication. (newspapers, TV, radio, magazines, billboards, etc.)
2. **PUBLICITY** - Free promotion. (press releases or news reports describing how the company sponsored events or donated to a cause.)
3. **SALES PROMOTION** - Special things done to get customers interested in trying products or to come into a store. (coupons, contests, rebates, free samples, displays, etc.)
4. **PERSONAL SELLING** - A salesperson assists each customer. (A shoe salesperson helps a customer select the proper shoe size. A college student goes door to door selling children's books.)

Name _____ Period _____

Jones' Market (Activity 2)

Directions: Jones' Market is a food store that has a large cold cereal department. Read the information below, and decide which type of promotion (Advertising, Publicity, Sales Promotion, or Personal Selling) matches each action taken. Each answer will be used more than once.

Advertising	Publicity	Sales Promotion	Personal Selling
_____	1.	Sponsored a carnival for a local charity.	
_____	2.	Coupon program mailed to every resident of the city.	
_____	3.	Sales people assist customers who visit the store.	
_____	4.	Advertising space is purchased in the local newspaper.	
_____	5.	A free gift is given to each customer who purchases 2 boxes of cold cereal.	
_____	6.	Placed several radio ads on local radio stations.	
_____	7.	Special sales throughout the year.	
_____	8.	A salesperson assists customers in the cereal aisle.	
_____	9.	Free mini boxes of cereal are given away at the store.	
_____	10.	Each customer receives a free balloon with the store's name and address printed on it.	
_____	11.	The store puts up a new billboard along the highway.	
_____	12.	The cereal manufacturer and Jones' Market sponsor a read-a-thon at local schools.	
_____	13.	Cereal samples are given to each customer coming into the store.	
_____	14.	Customers are offered a 2 for 1 coupon when they buy a box of cereal.	
_____	15.	The store places an ad in the yellow pages.	

MARKET RESEARCH SURVEYS (Activities 3, 4, and 5)

Companies conduct market research surveys to help them make decisions. As you create a new cold cereal, you will have many questions. You will need to know what kids want in their cereals. You will also need to know what the kid's parents are willing to buy. Your market research will help you answer those questions.

You will need to complete **Activities 3 and 4** by asking students the questions on the forms. Then, total their responses. You will use these results to create a spreadsheet report.

To complete **Activity 5**, you will need to use the spreadsheet program called Corel Quattro Pro 7. When you are done with your report, you will print out the spreadsheet. (Look at the example of a completed report.)

Directions:

1. **Open Excel**
2. **Enter the information into the appropriate cells.** Make sure you use the numbers from your research NOT the numbers from the example.
3. **Sort the kids preferences from highest to lowest.** This can be easily done by highlighting cells A4 to B12. Then, select Data - Sort. Select Descending (This will make the sort go from highest to lowest instead of lowest to highest.) Click "OK." The kid preferences should now be sorted from highest to lowest.
4. **Create the charts.**

To create the kids preferences chart

1. Highlight cells **A5..B12.**
2. Go to **Insert - Chart**
3. Choose the **type/layout** and position the chart on the document.

To create the parent's preferences chart

1. Highlight cells **D5..G8.**
2. Then, follow directions 2 and 3 from the kid's preferences chart.

Name _____ Period _____

Kid Preferences Survey (Activity 3)

ASK 25 STUDENTS: Which 3 items would you choose to have in your cereal?

Student	Sugar Coating	Color	Unique Shapes	Marsh-mallows	Fruit	Nuts	Reduced Calories	Extra Nutrition
1.								
2.								
3.								
4.								
5.								
6.								
7.								
8.								
9.								
10.								
11.								
12.								
13.								
14.								
15.								
16.								
17.								
18.								
19.								
20.								
21.								
22.								
23.								
24.								
25.								
TOTALS:								

All combined, the totals should add up to 75 (3 per person).

Name _____ Period _____

Parent Preferences Survey (Activity 4)

ASK 25 STUDENTS THESE QUESTIONS:

1. Do your parents buy cereals with sugar coating or marshmallows?
2. Does price of cereal determine which cereal your parents buy?
3. Do your parents buy cereal with extra nutrition or fruit?

Question #:	1			2			3		
Student:	<33%	33-67	>67%	<33%	33-67	>67%	<33%	33-67	>67%
1.									
2.									
3.									
4.									
5.									
6.									
7.									
8.									
9.									
10.									
11.									
12.									
13.									
14.									
15.									
16.									
17.									
18.									
19.									
20.									
21.									
22.									
23.									
24.									
25.									
Totals:									

All combined, the totals should add up to 75 (3 per person).

Market Research Survey Report

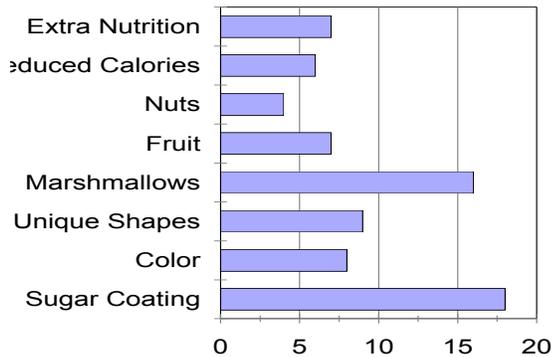
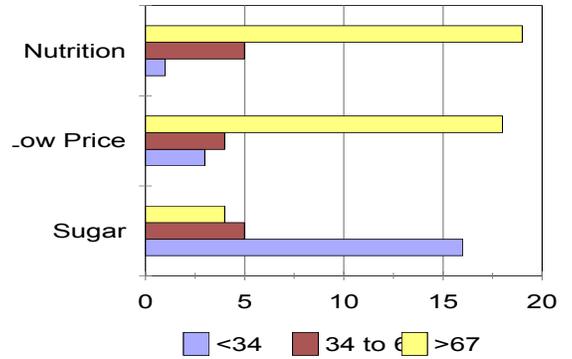
(Activity 5)

Enter the following Information into Excel

Below is an example of the final report.

Cell	What to enter
A1	Your Name
A3	Kid Preferences
A5	Sugar Coating
A6	Color
A7	Unique Shapes
A8	Marshmallows
A9	Fruit
A10	Nuts
A11	Reduced Calories
A12	Extra Nutrition
B5	#
B6	#
B7	#
B8	#
B9	#
B10	#
B11	#
B12	#
B14	@SUM(B5..B12)
D3	Parent Preferences
D6	Sugar
D7	Low Price
D8	Nutrition
E5	<34
F5	34 to 67
G5	>67
E6	#
E7	#
E8	#
F6	#
F7	#
F8	#
G6	#
G7	#
G8	#

Name:						
Kid Preferences			Parent Preferences			
			<34	34 to 67	>67	
Sugar Coating	18					
Color	8		Sugar	16	5	4
Unique Shapes	9		Low Price	3	4	18
Marshmallows	16		Nutrition	1	5	19
Fruit	7					
Nuts	4					
Reduced Calories	6					
Extra Nutrition	7					
	75					



BREAKFAST CEREAL COST LIST

BASIC COSTS

COST OF CEREAL	\$.70	Basic Cost for 15 oz. of cereal with basic nutritional value (Includes the costs of manufacturing, market research, advertising and distribution.)
COST OF BOX	\$.32	Four color (full color) with wax paper inner wrapper

ADD-ON COSTS CEREAL

Sugar Coating	\$.27	
Coloring (raspberry red, lemon yellow, etc.)	.16	
Unique or unusual shapes	.14	
Marshmallows	.23	
Fruit (raisins, blueberries, etc.)	.26	(Each kind)
Nuts	.24	(Each kind)
Reduced fat and calories	.27	
Enhanced nutritional value (extra vitamins)	.32	

BOX

Box larger than 15 oz or oddly shaped	.16
Foil inner wrapper	.13

OTHER

Premium (a neat-o prize)	.42
Celebrity endorsement or on package	.50
Fictional character on package	.25
Made-up character	.07

Name _____ Period _____

NEW COLD CEREAL COST WORKSHEET

COST OF CEREAL	\$ <u>.70</u>	Basic Cost
Cereal Add-On's	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
COST OF BOX	\$ <u>.32</u>	Four color with wax paper inner wrapper
Box Add-On's	\$	
	\$	
Premium	\$	
Celebrity, Fictional Character, or Made-up Mascot	\$	
<hr/>		
TOTAL PRODUCTION COST	\$	(Total of all costs listed above)
Profit to Manufacturer	\$	(Total Production Cost * 13%) (multiply by .13)
COST TO RETAILERS	\$	(Add <u>Total Production Cost</u> and <u>Profit to Manufacturer</u> = Wholesale Price)
Profit to Retailers	\$	(Cost to Retailers * 8%)(multiply by .08)
COST TO CONSUMERS	\$	(Add <u>Cost to Retailers</u> and <u>Profit to Retailers</u> = Retail Price)
<hr/>		

THE AIDA FORMULA

There is an advertising "plan" or "formula" which helps advertising professionals make the best advertisement they can. This is called the **AIDA Formula**. AIDA is an acronym (each letter stands for a word). **AIDA** stands for **A**ttention, **I**nterest, **D**esire, and **A**ction.

ATTENTION - Get the customer to notice the ad.

It is important to get the attention of the reader if he or she is going to read the rest of the message. Often, the headline attracts a customer's attention. For example: "You May Have Already Won \$1,000,000!" etc.

INTEREST - Keep the customer interested in what you have to say.

Once you have a customer's attention, you need to keep it and build on it. What will your product or service do for them? Save time? Save Money? Make them more attractive? etc.

DESIRE - You get the customer to "want" your product or service.

The advertisement is doing its job if the consumer starts to "want" the product or service. "These jeans will make you more beautiful!" "This car uses less gas!" "This is the best tasting pizza ever!" etc.

ACTION - The customer buys the product or service.

The advertiser makes it easy for the customer to get the product. "Operators are standing by." "Get free shipping from our web site." "We beat any price!" "Available at your local supermarket or home center." etc.

Name _____ Period _____

Cereal Box Plan

(Activity 7)

Cereal Name: _____

Company Name: _____

Slogan: _____

Logo:



Promotion Gimmick: _____

Celebrity or Fictional Character: _____

How I will get the customer's **ATTENTION**.

How I will get the customers **INTERESTED** in my cereal.

How I will get the customers to **DESIRE** my cereal.

How I will get the customers to **ACT** on their desire for my cereal.

CEREAL NAME, COMPANY NAME, SLOGAN, AND LOGO

Logos are specific words or letters, symbols or marks, pictures, numbers, or a combination of all of these. A company first decides on a "**brand name**" which identifies its product, such as Quaker Oats, Post Raisin Bran, Ivory Soap, Levi's, etc. Then, they have a logo designed for that product. Companies usually also have a logo that identifies their company. When customers see the logo, they remember the product or the company. You can probably identify many company logos and slogans, because you have seen them often on television, on billboards, in newspapers, etc.

Recognizing **brand names** and **logos** makes shopping easier. Many customers don't want to try a new product unless they know the brand. For example, Coca-cola drinkers quickly tried Diet Coke when it was introduced, because they recognized the brand as one they liked. Many logos are considered to be trademarks. The way Coca-Cola is written is their trademark.

Trademarks can be words or symbols to help identify a product. A trademark is legally registered with the United States Patent Office for use by a single company. You can tell that a trademark or logo is registered with the Patent Office by the TM next to the logo or trademark or an ® at the end of it. The TM stands for "trademark" and the ® stands for "registered."

Trademarks and **brand names** are similar, but there is a technical difference. The word "Jeep" can be used to explain the difference. The Jeep vehicle is branded under the brand name of "Jeep" (whether it is spoken or printed in any manner). When "Jeep" is printed in a certain kind of script, however, it becomes a trademark. A trademark does not need to be attached to the product. It can be a word or a symbol.

When advertising professionals create **logos**, they make sure each logo is suitable, is easily recognizable, supports a good company image, is creative, and is memorable.

Slogans are short phrases that are used in the company's advertisements so that you can begin to associate the slogan with the company and product. They are another tool used by advertisers to help customers remember a company, product, or service. Some slogans are also made into what we call "**jingles**" and are set to music.

Logos and slogans have to be chosen very carefully so they will represent the company and its products well. Companies spend large amounts of money on advertising. Most companies have a professional advertising firm create logos, slogans, trademarks, jingles, advertisements, and commercials. It takes a lot of time, effort, and money to create all of this advertising and do it well.

Logos and slogans have common elements

These elements are:

SUITABILITY - The graphic art in a logo and words in a slogan must be suitable for the company's product or service and give the company and its product or service a good image.

CREATIVITY - The logo and slogan must be clearly distinctive from others, especially products or services that are in the same field.

MEMORABILITY - They must create a strong, lasting impression. Looking at logo or hearing the slogan one time should be enough to remember it.

DESIGN A PACKAGE ASSIGNMENT

Use the computer to design your box. **DO NOT PRINT** your design. You will **PASS OFF** your design **ON** the computer **MONITOR**.

FRONT OF BOX — (Activity 8)

Must include:

- ! **Company Name:** We generally associate company names with quality - is it a Saturn or a Cadillac. The name should be easy to remember and represent the type of products or people that are the company- such as Quaker, General Mills, Kelloggs, Post, etc.
- ! **Product or Cereal Name:** This should be easy to remember, represent the kind of cereal you are producing, and appeal to your target market.
- ! **Celebrity, Fictional Character, or Made-up Character**
- ! **Promotional Gimmick:** These may include free toys, coupons, games, music, etc.

BACK OF BOX — (Activity 9)

Must include:

- ! **Company Name**
- ! **Cereal Name**
- ! **One Promotional Gimmick for Target Market such as:** puzzles, word searches, mazes, games, health tips, recipes, cartoons with your fictional character or celebrity, etc.

DESIGN TIPS

PACKAGING

Packaging is part of Promotion. It can Persuade, Remind and Inform us. Packaging sells the product in addition to protecting it. Your package and its design will help set apart your product from all other cereals on the store shelf. The package design must attract the consumer's eye and motivate him/her to purchase your cereal.

DESIGNING A PACKAGE

Look at several cereal boxes to get ideas on good design. Some elements of design that will be helpful in designing your package are listed below.

FOCAL POINT:

What do you want the consumer to see and remember? To see first? Main item (Name of Cereal) should be larger, bolder, placed on the package carefully and/or more colorful than other items.

COLOR:

Color attracts attention and interest. It provides background for your message and helps deliver the message. It makes people happy, sad and even makes people hungry. The first color we see is yellow. Research has proven that red, orange, brown and green are colors which stimulate the appetite or encourage people to eat! Blue and purple do not. However you would never put bread in a green color - it might look moldy. Select your colors carefully.

SPACE:

Putting too much on a package makes it hard to see the most important message. Also size of message and style make the message more appealing and more readable. Use only one or two fonts, but use many sizes and bold and italics to add emphasis.

CREATE CEREAL ADVERTISEMENT IN PowerPoint

(Activity 10)

You were employed by a major manufacturer of nutritious and delicious breakfast cereals to produce a TV advertisement promoting their new cold cereal. The target market is made up of kids ages 12-15. They are starting to become independent and want to have things of their own. They look to other teenagers as their role models. They love popular music, sports, and video games. Their parents, however, still make the ultimate decision about which cereal to buy. Parents are concerned about nutrition and price, and they want to buy cereal that their children will eat.

Your assignment is to create a 9-page (minimum) slide show to advertise the cereal. You will use PowerPoint to create the ad.

Keep the following things in mind as you design and create your slide show.

1. What graphics will you use?
2. Do you have an original logo?
3. What will the colors be? (Make sure they are consistent throughout the ad.)
4. What transition works best for your ad?
5. How will you use animation?
6. Fonts (Don't use more than two font styles. You can change font sizes.)
3. Keep a focal point on each page.
4. Use appropriate "white space or open space."

You will probably want to include some or all of the following items in your slide show. (You have already created many of these things.)

- ! Logo
- ! Brand name
- ! Company name
- ! Slogan
- ! Promotional gimmicks (toys, coupons, contests, etc.)
- ! Celebrities or fictional characters
- ! Cereal box
- ! Testimonials (people telling how great the cereal is)

Be sure to refer to your Cereal Advertisement Grading Sheet to see how your advertisement will be graded.

Name: _____ Period: _____

Cereal Advertisement Grading Sheet

Check the number of points earned for each of the following categories. Multiply that score by the number of pages completed (up to 9 pages) to get the total score.

Category	Completed (1 point each)
Graphics	
Logo	
Promotion Gimmick or Celebrity	
Color	
Animation	
Transitions	
Fonts	
Use of Space	
Target Market	
Overall Quality	
Total Category Points (up to 10 possible)	
Multiply Total Category Points X Number of Pages	X
Number of Pages (Up to 8 Possible)	
Total Points Earned (80 Possible)	