

Name _____



Cereal Box Advertising

Your task is to design your own cereal box and create a TV commercial to promote it by using the advertising techniques we've been studying. This planning page will guide you in creating your product and writing a script for your TV commercial.

1. Name of product _____
2. Target audience (age) _____
3. Slogan or jingle / song _____

4. Use at least 3 advertising techniques in your commercial.

Technique name:	How I'm using it in the commercial:

5. Design and create the front panel of your cereal box. It doesn't have to be fancy, but should list the name of your cereal and include some kind of picture or graphic. You should use your cereal box in your commercial.

6. Write a script for your commercial. It should be 15-30 seconds long when performed and must include your slogan or jingle/song.
7. Bring or create any needed props for your commercial.
8. Rehearse your commercial and videotape it.
9. Grading criteria are listed below. You will also receive “work ethic points” for the time spent in class working on the project. To receive full points, you are expected to use class time wisely, stay on task, avoid disturbing or distracting others, work well with your partner, put items away at the end of class, and leave your work area neat.

CEREAL BOX ADVERTISING GRADING RUBRIC

	Pts possible	Pts earned
Name of cereal	2	
Target audience	1	
Slogan or jingle / song ▪ Should be catchy and creative	5	
Use of 3 advertising techniques	9	
Cereal box design ▪ Includes name of cereal ▪ Includes picture or graphic ▪ Eye appeal, neatness	8	
Script for commercial ▪ Contains all required elements ▪ Creative ▪ Persuasive	10	
TOTALS	35	

Comments:

Adapted from an activity available online at:
<http://pbskids.org/dontbuyit/teachersguide/designacerealbox.html>

Amy Brownlee 12/06