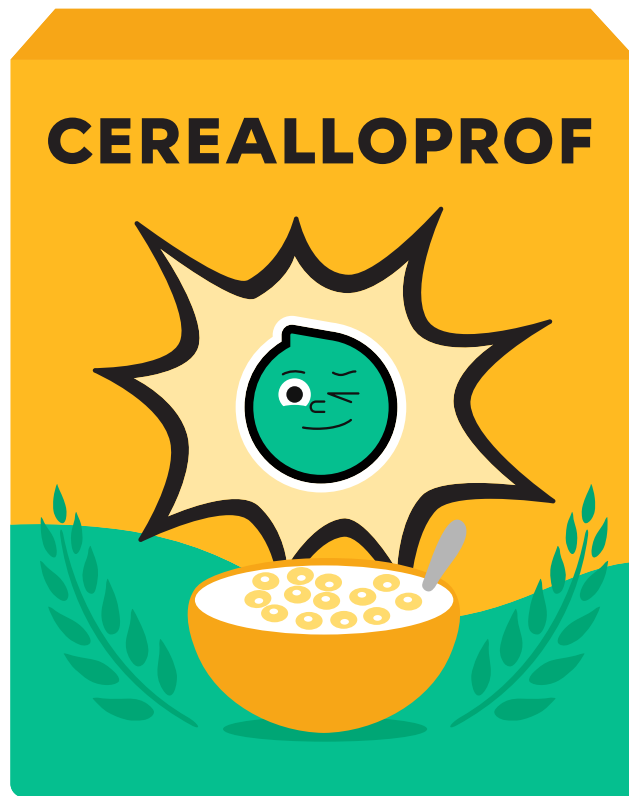


Deconstructing the Cereal Box



Grade: Elementary (Grades 4 to 6)

Duration: 2 periods

Teacher's Guide



The aim of this educational activity is to get students thinking about the role of advertising in consumer products. Advertising is everywhere, even on grocery store shelves. From milk cartons and yogurt containers to chip bags and cereal boxes, all product packaging is an advertising medium. It conveys messages intended to convince shoppers to buy the item.



Specific objectives:

- Understand that an everyday object (like a cereal box) can also be a medium.
- Understand that advertising is a medium.
- Understand that advertising aims to generate interest in a product.
- Understand the intentions of cereal box advertising.
- Put yourself in an advertiser's shoes and design a cereal box for a specific audience.

Materials:

Boxes of cereal (supplied by the teacher or brought from home by students) marketed to different demographics, including at least one marketed to children.

Steps:

1. Group discussion:
What kind of information does a cereal box provide? (5 minutes)

Following the discussion, explain to the class that a cereal box is, first and foremost, an advertisement for cereal. It is made to stand out from the other cereal boxes at the grocery store and attract more shoppers.



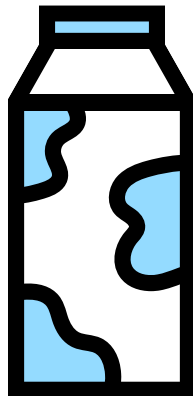
2. Ask your students to identify the different elements on or inside a cereal box. Examples include:

- ☐ Product name
- ☐ Slogan
- ☐ Logo
- ☐ Graphics (mascot, pictures, image of the cereal, etc.)
- ☐ Contest details (if applicable)
- ☐ Toy or other prize inside the box (if applicable)
- ☐ Images of other foods (e.g., fruit)
- ☐ Activity/recipe suggestions
- ☐ Nutritional information
- ☐ List of ingredients
- ☐ Health claims

3. Once the students have identified the different elements, ask them to discuss the purpose of each one. Here are a few possible answers:

- The colour of the cereal box makes it stand out on the grocery store shelf.
- The images of fruit make the cereal seem healthier.
- The mascot is appealing to children.
- The contest gets people to visit the product website.
- Etc.

Tell the class that certain elements, such as the ingredients list and nutritional information, are required by law. Ask them to compare the size of these elements in relation to the others.





4. Have the class design their own cereal boxes in pairs or small groups. Each team must choose a target market. The cereal boxes must include the following elements:

- ☐ Company name
- ☐ Product name
- ☐ Slogan
- ☐ Logo
- ☐ Image of the cereal
- ☐ List of ingredients
- ☐ Nutritional information

Here are a few optional elements:

- ☐ Mascot
- ☐ Toy inside
- ☐ Contest
- ☐ Activities
- ☐ Recipes
- ☐ Pictures of fruit

The teams can then present their designs to the rest of the class and explain their choices.

