

# Cereal Box

## Marketing Unit & Project

An Entire Marketing Unit  
that culminates with an  
Engaging  
Cereal Box Project!

Target Market  
Demographics

Fair Packaging & Labeling Act  
The History of Influencers  
Creating a Brand



### CEREAL Marketing



#### Lesson Sequence for Cereal Marketing Unit

Cereal Marketing

[Target Market/Marketing Mix/Consumer Behavior](#)

Wheaties Influencer Case Study

[Wheaties Cereal/First Influencers](#)  
...exploratory activity on Wheaties and the history of Influencers.

FPLA

[Fair Packaging and Labeling Act](#)  
...students will need a marker or pen and empty food boxes.

Cereal Project

[Cereal Project](#)  
...pre-activity and guidelines for the project.

Peer Evaluation

[Peer Evaluation](#)  
...to be completed after the boxes are done.

Grading Rubric

[Grading Rubric](#)  
...just a suggestion for grading.

BUSINESS EDUCATION WITH *Denise Leigh*

# Cereal Marketing Unit With A Project!

CEREAL Marketing



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Cereal Marketing	<a href="#">Target Market/Marketing Mix/Consumer Behavior</a>
Wheaties Influencer Case Study	<a href="#">Wheaties Cereal/First Influencers</a> ...exploratory activity on Wheaties and the history of influencers.
FPLA	<a href="#">Fair Packaging and Labeling Act</a> ...students will need a marker or pen and empty food boxes.
Cereal Project	<a href="#">Cereal Project</a> ...pre-activity and guidelines for the project.
Peer Evaluation	<a href="#">Peer Evaluation</a> ...to be completed after the boxes are done.
Grading Rubric	<a href="#">Grading Rubric</a> ...just a suggestion for grading.

- This unit includes:**
- Target Market, Consumer Behavior Activity, Market Mix
  - Wheaties Cereal Influencers Activity
  - Fair Packaging and Labeling Act Activity
  - Anatomy of Cereal Box
  - Cereal Project
  - Peer Evaluation
  - Grading Rubric



**Lesson Library  
for the Teacher!**

3 pages

## Cereal Market Segment



Cereal is a food product that is an American Favorite! Some cereals are targeted to a specific group and some are marketed to the masses. THINK about each product from a PRODUCER'S/MANUFACTURER'S perspective.

Cereal	Demographics of the Target Market (Age, Age Range, Sex, Education or other demographic description)	Market Segment (Mass, Segment, Niche)
		
		
		
		

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# #1



3 pages

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3 pages

### Complete a Marketing Mix for one of the Cereals Above

<b>Product</b> Which cereal did you select?	
<b>Place</b> Where might you find this cereal for sale? Where might it be located on the shelf? High? Low?	
<b>Price</b> How much is a box of this cereal?	
<b>Promotion</b> How might the manufacturer of this cereal advertise? Coupon? TV commercial? If so, during what shows?	

**Reflecting on Consumer Behaviour...** Cereal is a product that makes us think about memories and about times in our lives. How do others keep this consumer behaviour in mind when making cereal commercials. Is there a cereal that makes you think about someone? Or maybe a time in your life? Or maybe a fond memory? Please share in the space below.

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**Introductory lesson where students use their critical thinking skills to evaluate some cereal brands and describe the demographics and target market for each. Students also think about how cereal is such an important product to our society.**

# Digital or Printable!

## #2

**History lesson on Wheaties  
Brand and the very first  
Marketing Influencers!**

**Discuss the elements of sponsorship, promotion, and endorsement in relation to Wheaties.**



**Cereal Sales have declined in recent years due to the low-carb craze. The cereal box image may be what it takes to get people thinking about what is on the inside and may entice them to place a box in their shopping cart.**

**BE CREATIVE!**

**Who do you think would be a great "influencer" to be featured on the next Wheaties Box? Why? What market would that influencer target?**

**FUN FACT:** Wheaties came into existence by accident in 1921. A man was fixing his breakfast and dropped an oatmeal-like wheat bran mix on a hot stove and the splat cooked into a crispy flake. The man ate it, loved it, and recommended it to the Washburn Crosby Company. Washburn Crosby marketed the discovery as Gold Medal Wheat Flakes. Later, the name was changed to Wheaties, and General Mills took over Washburn Crosby.

Wheaties' first featured star was a fictitious character from radio-Jack Armstrong, All-American Lou Gehrig was featured on the box in 1933. From that point on, athletes became a permanent fixture on Wheaties' boxes. Stars from baseball, basketball, tennis, NAACP, basketball, swimming, track, gymnastics, figure skating, golf, and many others as a sign of living up to an honor and boon to any athlete's career.

In 1999, Wheaties launched a five-box series of packages honoring women in sports. The featured athletes were members of the U.S. Women's Soccer Team. Wheaties' Marketing Manager Jim Murphy said, "A new era of heroes were born... We wanted to do something special to permanently honor these women and their achievements."





**What do you know? What other food brands use celebrities or athletes to endorse their brand?**

**List what you know, collaborate with your classmates, and search the web.**

**List at least 5.**



**the benefit to athlete**

**Cereal Stars**

**One winning marketing strategy is to use celebrity endorsements to promote a product. Wheaties cereal provides a classic example of this strategy.**



**Name some risks to Wheaties of having real people on its boxes.**





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## Product Packaging Activity

### FPLA – FAIR PACKAGING AND LABELING ACT

Certain labels and information is required by law to be included on a package. The **FPLA** is a consumer act put into place to **INFORM** the consumer of what they are buying in every capacity within reason. Explore one of the product packages in the classroom. Evaluate what is included and what is missing on the package.



Circle the following, if present, on the package...

- Company logo
- Product Description
- Recycling Symbol
- Instructions for use
- Kosher Symbol
- Company Address
- Nutritional Panel
- Bar Code
- Country of Origin
- Organic Certifier
- Contents of OZ or ML
- USDA Organic Symbol
- Stuff the lawyers want
- Ingredients
- Brand Story

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← #3

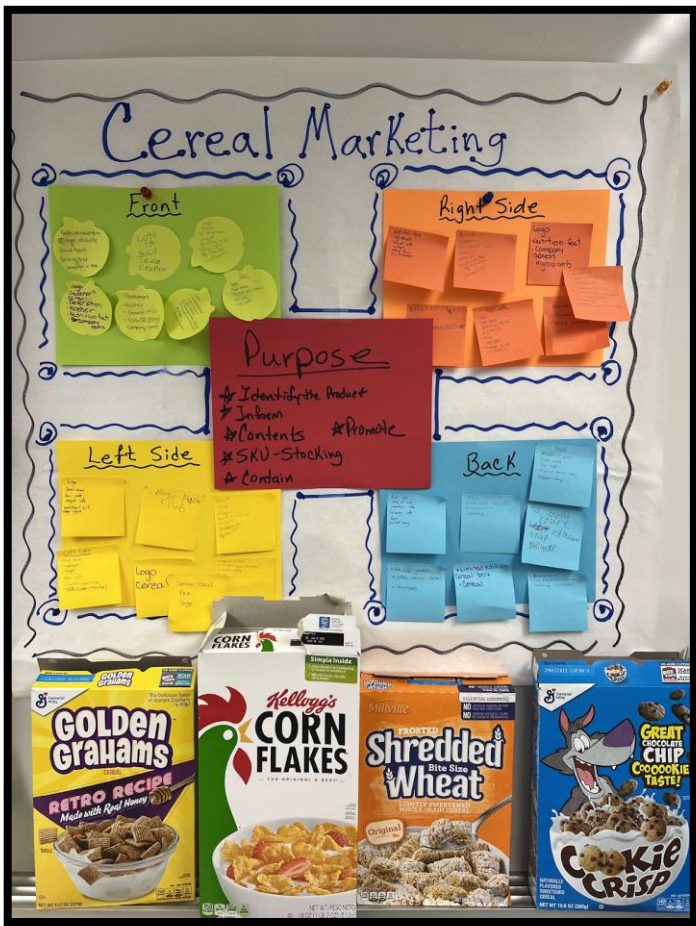
**Discovery activity for the Fair Packaging and Labeling Act. Students engage in identifying each component of the labeling act.**

**Excellent information to learn before completing the CEREAL BOX PROJECT.**

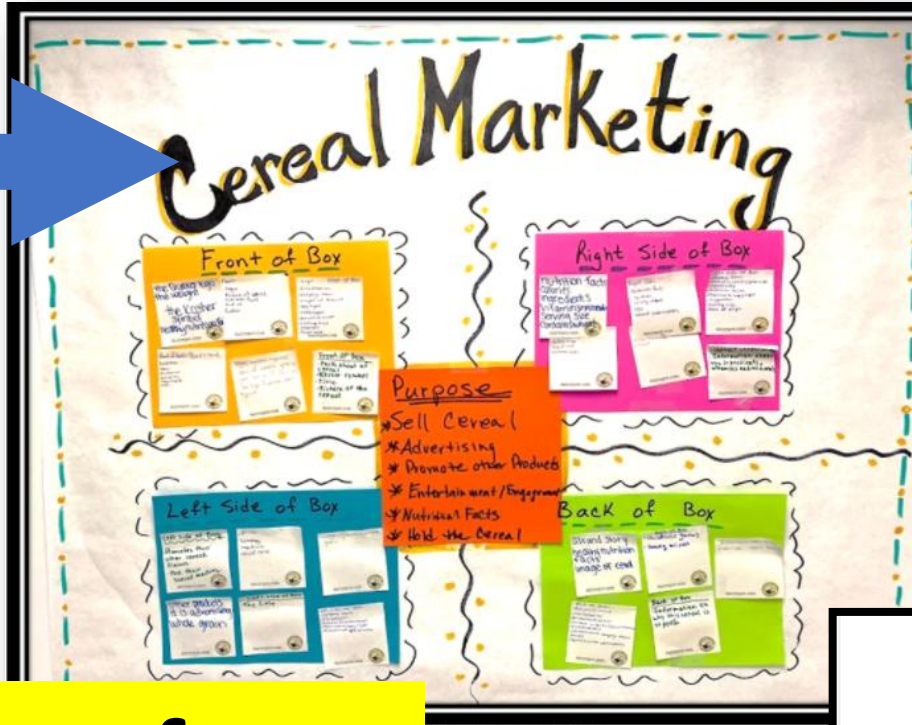
## Example:







#4



## 'Anatomy of a Cereal Box Activity'

### FOOD FOR THOUGHT

...while designing your box:

Use 'The anatomy of a cereal box' activity to design each side of your box.

1. Think of a theme or flashy box cover,
2. Identify brand colors or a color scheme for your box.
3. Create a catchy title of your cereal.
4. Font matters! Find a font that sets the tone of your cereal (e.g., young, healthy, colorful, etc).
5. Most cereal boxes have a cereal bowl on the front. Think on for this what consumers are very visual. Consider making a cereal bowl on your box full of your tasty cereal. What else will be on your box? A mascot character, celebrity? Remember, less is more! You don't want too much on the front of the box.
6. Be sure that you include all of the components on the box according to the Fair Packaging and Labeling Act.
7. Include a 'contents side panel' so that your customer knows what is in your cereal and where it was made, etc.
8. Include a side panel that has additional information. This can be an advertisement or featured special that your company is running.

### Steps in the Cereal Box Project

#### 1. Cover an empty cereal box with paper.

This can be done by using a roll of paper and wrapping it like a present OR lay construction paper flat on a table and trace your box to assure a neat and exact fit to cover each side of the box.

#### 2. Think of a theme or design.

Follow the 'Food for Thought' guidelines to design each side of your box.

#### 3. Include all components according to the FPLA.

Refer to your FPLA activity to assure that you are including all components.

#### 4. Create your box design and cover your box.

Options to create your box front, sides, and back....

1. Use a computer program such as PowerPoint or Canva.  
Print out your design and glue on the box.

or

2. Draw your designs and neatly print your words.

#### 5. When you are done with your cereal box, complete the *Peer Evaluation Sheet*.

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Steps for the  
**CEREAL BOX PROJECT**  
along with Guidelines for  
completing the project.



Name of cereal	What age group is cereal targeting?	Is this cereal targeting any specific focus group?	What is the most dominant color? Is the cereal box eye-catching?	Would you buy this cereal? Does it sound like it would be good?	On a scale of 1-10 with 10 being the best rating, what would you rate this cereal box design in regard to effectiveness?

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← #5

Peer evaluation form for students to not only evaluate but, use their critical thinking skills to analyze target markets and demographics.

#6 →

Suggested Grading Rubric included.

CEREAL MARKETING PROJECT GRADING RUBRIC	
Student's NAME:	
Neatness, attempt at neatness, project work ethic.	/15
Followed the directions.	/15
Creativity, originality, eye catching	/15
Contains all of the components of the FPLA	/15
<b>TOTAL</b>	<b>/60</b>

# Teacher Testimonials



Students **loved** this project especially since it was their own creation and were able to use their creativity.



**This file was a life saver** in my entrepreneurship course. We spend a lot of time talking about market segmentation, and this file helped a lot to teach those concepts.



**Super engaging.** Easy to use. **Excellent** resource. Thanks!



**Great activity** for my Marketing 1 students. Denise does an amazing job! Thank you for passing on your ideas and expertise! **My students loved it!**



**Love this cereal project.** Kids have such strong beliefs about cereal. Great connection to Marketing and their knowledge of the subject.

**Hi! My name is Denise Leigh. I have been teaching Business Education for over 25 years! I love collaborating with business educators all over the world. I am a 2022 Pennsylvania Teacher of the Year Finalist and relentless lifetime learner and lover of everything education. Engaging students and connecting them to their world is my jam! Thank you for exploring my resources and sharing my passion for BUSINESS EDUCATION!**

Denise Leigh is an expert on student-led instruction. She was featured on CBS Pittsburgh for her City Collaborative™ Project-Based Business Education (PBL) Classroom.

