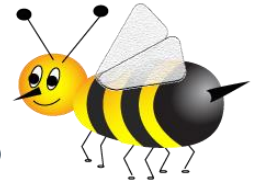


Cereal Box Re-Design

Part #1: Sketch Your Layout ~ Design Always Begins with Paper and Pencil



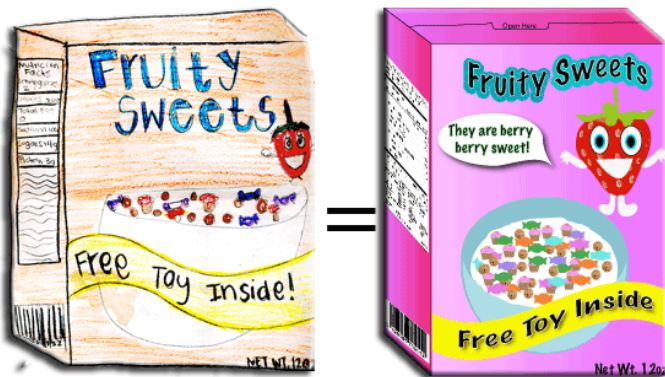
Sketch your Ideas - You need a "mascot" or character to sell your brand, you know, like "Tony the Tiger" or the Trix Rabbit, only it has to be your own creation!



Beware of Famous Brands! No copyrighted characters or trademarked brands. It's OK to borrow ideas, just remember, your creation must be 90% your own original work.

Include Everything - Include space for the ingredients, bar codes, Net Weight, company brand logos, Slogans, characters, everything a traditional cereal box should have.

Part #2: Move to the Computer - Scan or Re-draw your Sketch on the Computer



- Then, find images, backgrounds, and any other objects you need that match your drawing as close as you can, to use as templates.
- Look for anything that resembles your sketch: Characters, Interior, Landscape, Food or many other sources that have these types of designs.
- Copy the image and paste it on top of your scan if to use as a template to copy.
 - Draw over your images with the Pen Tool using all the skill and detail you can muster to demonstrate your prowess with the tools.
 - Consider perspective, light and shadows as you work.

DON'T FORGET TO DESIGN THE BACK OF THE BOX!!!!

Last Step: The Final Product ~

Your final Computer-generated image must be created from scratch or pieced together from many different image sources. You may use images found online as long as they are blended together to make a cohesive and convincing scene changed by 90%.



- All content you use on your subject must be 90% your own, modified into an original composition, including all text and imagery.
- **All sides of the box should be created and mounted to a box for final presentation**
- **Your final background should be pieced together**, not a single scene from a single source image.

- **ALWAYS** save your projects using the following naming convention:

FIRST_NAME_LAST_NAME_PROJECT_NAME

- **DO NOT** name your project any other way - Improperly named projects will not receive full credit and you will be sad.
- **NEVER** leave your work on the desktop or depend on a flash drive - instead, save your work in a folder you can find later - preferably on a virtual drive where it can be backed up.

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	\$	
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)

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 **Attention, Interest, Desire, and Action**.

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 _____

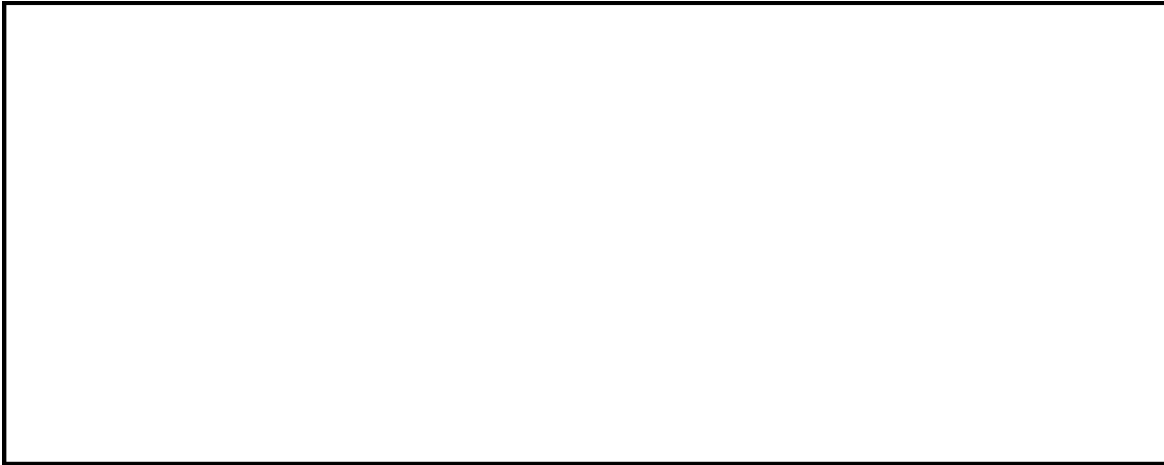
Cereal Box Plan

Cereal Name: _____

Company Name: _____

Slogan: _____

Logo:



Promotion Gimmick: _____

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.

