



1. Cinnamon Swirl



2. Frosted Tiger Fuel



3. Lucky Tokens



4. Kay's Special



5. Honey Clusters



6. Wheat-Os



## Cereal Boxes Send a Message!

Fill in the answers for each category, then answer the questions on the next page.

<p><b>Cereal #1: Cinnamon Swirl</b></p> <p>Who does the manufacturer hope will buy this cereal? _____</p> <p>What tells you that? _____</p> <p>_____</p> <p>Who do you think will buy this cereal?</p> <p>_____</p> <p>Why? _____</p>	<p><b>Cereal #2: Frosted Tiger Fuel</b></p> <p>Who does the manufacturer hope will buy this cereal? _____</p> <p>What tells you that? _____</p> <p>_____</p> <p>Who do you think will buy this cereal?</p> <p>_____</p> <p>Why? _____</p>
<p><b>Cereal #3: Lucky Tokens</b></p> <p>Who does the manufacturer hope will buy this cereal? _____</p> <p>What tells you that? _____</p> <p>_____</p> <p>Who do you think will buy this cereal?</p> <p>_____</p> <p>Why? _____</p>	<p><b>Cereal #4: Kay's Special</b></p> <p>Who does the manufacturer hope will buy this cereal? _____</p> <p>What tells you that? _____</p> <p>_____</p> <p>Who do you think will buy this cereal?</p> <p>_____</p> <p>Why? _____</p>
<p><b>Cereal #5: Honey Clusters</b></p> <p>Who does the manufacturer hope will buy this cereal? _____</p> <p>What tells you that? _____</p> <p>_____</p> <p>Who do you think will buy this cereal?</p> <p>_____</p> <p>Why? _____</p>	<p><b>Cereal #6: Wheat-Os</b></p> <p>Who does the manufacturer hope will buy this cereal? _____</p> <p>What tells you that? _____</p> <p>_____</p> <p>Who do you think will buy this cereal?</p> <p>_____</p> <p>Why? _____</p>



1. Which cereal would you recommend to an adult looking to try something new?
2. Which cereal would you recommend to someone who wants to make a healthy choice?
3. Which cereal would you recommend to a child who doesn't like eating breakfast?
4. Which cereal would you like to try the most?
5. Which cereal do you think is most unappealing?