

Marketing Cereal

Your Goal:

With your group, you will try to create the most desirable and cost-efficient packaging for the provided cereal.

Each group will receive a sample of the same cereal and will compete to create the most desirable packaging for that cereal. Each group has the freedom to choose the company name (such as General Mills), the product name (such as Captain Crunch), the shape of the container (box, cylinder, cone, cube, etc.), the text to appear on the container, the pictures to use to decorate, and any other ways they may choose to attract customers. (For extra credit, create a slogan, jingle, or even create a small commercial to perform for the class!)



This project should be completed **IN CLASS**. You will have one or two class periods to create your products with your group. You should bring **ANYTHING YOU MAY NEED** with you to class those days. (Magazines to clip, scissors, colored pencils, markers, crayons, glue, an old cereal box or another container to “cover” and create your own package from.) You have plenty of advance notice to bring materials to school, therefore I will not provide decorating materials for you. I suggest bringing old cereal boxes or whatever you plan to use as a base to school early, so you make sure not to forget them. You can keep them in the math classroom; just make sure your name is visible! You may want to bring a few different packages (different shapes/sizes) to see which your group likes best, and which yields the highest profit.

Things to Consider:

- The product package is more than just a container: it motivates the customer to purchase *your* product over the competing (and very similar) products.
- The packaging must keep the food inside protected and safe to eat.
- The price of the packaging must be reasonable so an overall profit can be made on the whole product. It is up to you to determine what will appeal to customers.
- The easier it is to store and stack, the more desirable it tends to be to consumers.
- Color, transparent windows, text, and graphics can add to the attractiveness of your product.
- Information found on package must be true. (I will provide nutrition information for you to include)
- You can include any advertising/promotions that you would like to include. (Prize inside?)

IMPORTANT INFORMATION REGARDING PRICING:

- You will choose the price of your product. **BUT**, you must figure in the cost of the packaging. You may want to adjust your pricing a few times to find the most desirable price to consumers that will also yield a good profit for you. Use the provided worksheet to figure out pricing and profit. You should do this **FIRST** with your group, and decorate afterwards. You will each hand in your own worksheet.

After the cereal boxes are created, you will share your product with the class. If you made a jingle, slogan or commercial, you will share it at this point. We will determine the most desirable and cost efficient cereal in each class following strict “Consumer Attraction” rubrics that will be given to you. Then, each class’s “winning” team will compete for the most desirable and cost efficient cereal of ALL!
 Good luck!

NUTRITION FACTS TO INCLUDE:

Nutrition Facts
 Serving Size: 100 grams
 Amount Per Serving
 Calories 361 Calories from Fat 34

% Daily Value*	
Total Fat 4g	6%
Saturated Fat 1g	3%
Polyunsaturated Fat 2g	
Monounsaturated Fat 1g	
Cholesterol 0mg	0%
Sodium 670mg	28%
Protein 8g	
Total Carbohydrate 81g	27%
Dietary Fiber 9g	37%
Sugars	
Vitamin A	100%
Vitamin C	83%
Calcium	33%
Iron	400%

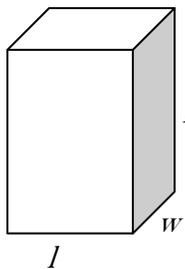
*Percent Daily Values are based on a 2,000 calorie diet. Your daily value may be higher or lower depending on your calorie needs.



FORMULAS YOU MAY FIND HELPFUL ...

Volume is _____ Surface Area is _____

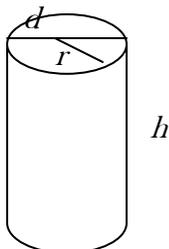
Rectangular Prism (3-D)



Volume = $l \times w \times h$

Surface Area = $2(l \times w) + 2(w \times h) + 2(l \times h)$

Cylinder (3-D)



Volume = (Area of base) x height

Volume = $\pi r^2 \times h$

Surface Area = 2(Area of base) + (circumference x height)
 $2(\pi r^2) + (2d \times h)$

* Formulas for other 3-D shapes you may need are available. See your teacher.

GRADING RUBRIC

Your Name: _____ Class: _____

Group members: _____

Profit Worksheet _____/ 10

Your participation in your group: _____/ 10

Attractiveness and truthfulness of final product: _____/ 10

Jingle/commercial performed (extra credit): _____/ 0

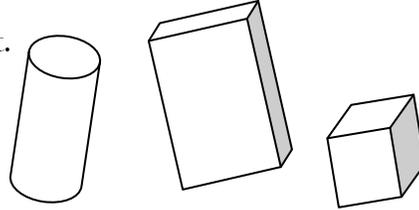
Total: _____/ 30

Name: _____ Class: _____

Group Members: _____

PROFIT WORK\$HEET

Each group member **MUST** hand in his or her own worksheet.
–HOWEVER, IT **CAN** BE DONE TOGETHER!!



Shape of your container: _____

Dimensions (in inches):

Length = _____ width = _____ height = _____

Volume of cereal that your container will hold: *volume* = _____

Surface area of your container: *surface area* = _____

Price of your packaging per box: (\$0.005 per square inch) = _____

Price you are charging the consumer per box = _____

**** If 10,000 in³ of your cereal has been purchased, what is your profit?**

To find out the answer to the last question listed above, follow the steps below:

1) Find out how much profit one container of cereal yields. You need to take the total price you charge the consumer and subtract the cost it takes to make the package.

(Price to consumer per box) - (Price of packaging per box) = _____

This is your profit per box.

2) Find out how many containers contain 10,000 in³ of cereal.

10,000 ÷ (Volume per container) = _____

This is the number of containers you need to sell 10,000 in³ of cereal.

3) Find out your total profit if 10,000 in³ of cereal is sold. Multiply your profit per container by the number of containers you sell.

(Profit per box) x (Number of containers you need to sell) = _____

*This is your total profit when 10,000 in³ of cereal is sold.
Write it in the correct place at the top of the worksheet.*

Pre-Algebra

Cereal Competition

Um, what exactly are we looking for?

*We will rate each cereal company on a scale of 1-3, 3 being the best.
The least desirable cereals will get no points for that specific category.*

Cereal Name/Company

Name: _____

Consumer Attraction: _____

Safety: _____

Price to consumer: _____

Profit for producer: _____

TOTAL POINTS: _____