

CEREAL DESCRIPTION HOMEWORK

Write a 100-150 word paragraph which will appear on the side panel of the cereal box. The paragraph need to do three things:

- **DESCRIBE THE PRODUCT:** What's in the box? Flakes? O's? Spheres? Is it made out of corn, wheat, bran or fish pellets? What's its taste like? Are there marshmallows? Is it sweet? Unsweetened?
- **PROMOTE THE PRODUCT:** Sell it. Keep it positive. Why should the consumer buy this product? What are its benefits? What will this cereal do for the consumer? Is it healthy? Will it make their teeth whiter? Will it give them energy?
- **CRAM THE THEME DOWN OUR THROATS:** Lay it on thick and heavy! Replace ordinary adjectives and verbs with theme based adjectives and verbs. Take ideas straight off of your last homework assignment... *THAT'S WHY WE DID IT!*

Type. Name & period. Print. It would be wise to save this file so you don't need to retype it later.

TRIPLE SPACE. Spellcheck. Again, **TRIPLE SPACE!**

EXAMPLE 1 - **Sugar Frosted Ho Ho Hos**

'Twas the night before Christmas, and in the North Pole, elves were busy preparing you a yummy breakfast bowl! Santa proudly delivers to you Kelloggs' tastiest confection since fruit cake. Wake up on Christmas morning to a bowl of Sugar Frosted Ho Ho Hos and satisfy your seasonal cravings. Enjoy these candy cane flavored corn loops with milk and a generous splash of egg nog. They're sure to put you in the Christmas spirit. You'll be so jolly that you won't even mind the ugly sweater that Aunt Edna gave you. So make sure that you're on Santa's nice list this year and maybe he'll put a box of Ho Ho Hos under your tree.

EXAMPLE 2 - **Snacky-Derms**

Have you "herd" that African, Asian, and circus elephants alike agree that Snaky-Derms is the tastiest treat at the zoo? Crunchy little corn bits are heavily sweetened and packed with a mammoth sized portion of real roasted peanuts. This breakfast sensation won't smooth out your wrinkled skin or shrink your massive ears but it does taste elephantastic from tusk to dawn. So be a good little pachyderm and remember to fill your trunk with a box of Snacky-Derms today because an elephant never forgets!

EXAMPLE 3 - **Celebrity Train Wrex**

It's 4pm and you've just woken up on a stranger's lawn lying next to a donkey and a broken pogo stick. Your head is pounding and you're wearing someone else's clothes. What do you do? Just pour a bowl of Celebrity Train Wrex and watch your troubles go away. The delicious blend of corn flakes and salted nuts will detox your system faster than your agent can do damage control. Don't worry about what your fans think about last night's embarrassing escapades because you're better than they are and you know it. They haven't earned the right to be spoon fed novelty cereal out of a gold plated bowl like you have. So gather your entourage and fuel up with plenty of Celebrity Train Wrex because Charlie Sheen's birthday party is tonight and he's expecting you to bring a whole lot of crazy.