

Power of Persuasion

Packaging and promotional ploys are designed to make you buy! Look at a cereal box and answer the following questions:

1 What is the name of the cereal? _____

2 Who is the target audience for this cereal and why do you think so? _____

3 What persuasion techniques are being used to sell this cereal? _____

4 What is the importance of the images on this cereal box? _____

5 What special offers are being offered that might be appealing to convince you to buy? _____

6 What would you suggest for an improvement to this cereal box that may encourage you to buy it? _____