

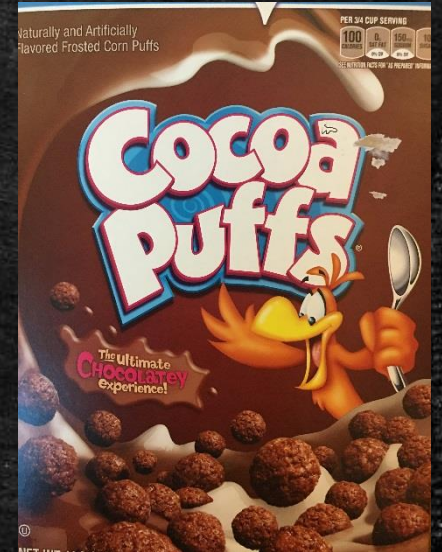


Great Chocolate Cereal Extravaganza

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Objectives: This Exercise Will Help Students

- Understand Features and Benefits
- Identify Different Types of Market Segmentation
 - Demographic
 - Psychographic
 - Lifestyle
- Engage in Critical Thinking about Target Markets
- Develop Positioning Statements based on features and benefits



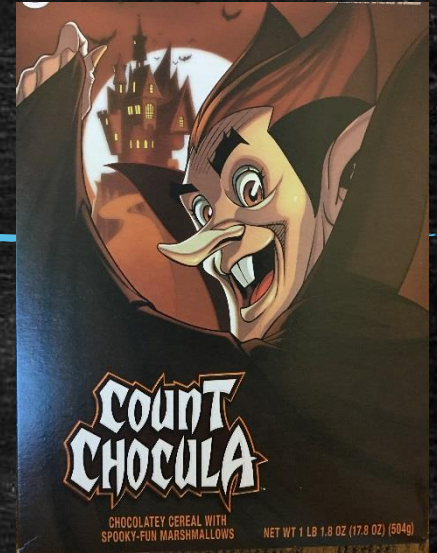
The Exercise

In pairs or small groups, EXAMINE your box of chocolate cereal

DESCRIBE the product using both FEATURES and BENEFITS

Create a character with a NAME, who represents the TARGET MARKET for this product. Describe him or her using DEMOGRAPHICS, PSYCHOGRAPHICS and LIFESTYLE elements.

Sum up how this product is being POSITIONED in the Chocolate Cereal Market. Do you think this is accurate? Why or why not?



The Discussion

- Clarify any features/benefits confusion
- Discuss and encourage elaboration of TARGET MARKET description
 - Kids are not necessarily the target market
 - “Nag Factor”
 - Nostalgia (Count Chocula & Cocoa Puffs)
 - Economics (Malt O Meal)
 - Healthy Choices (Cheerios)
 - Sustainability/Environment (Safari Crunch)
- Point out which elements of TARGET MARKET description are lifestyle, psychographics, and demographics



The Discussion (cont'd)

- Discuss positioning statements
 - fun, family, whole grain, healthy, environmentally friendly, “good for you”
- Have students examine nutrition labels – is the information consistent with the positioning?

Nutrition Facts		Nutrition Facts		Nutrition Facts		Nutrition Facts		Nutrition Facts	
Serving Size 1/2 cup (11g) Servings Per Container About 11		Serving Size 1/2 cup (11g) Servings Per Container About 12		Serving Size 1/2 cup (11g) Servings Per Container About 12		Serving Size 1/2 cup (11g) Servings Per Container About 12		Serving Size 1/2 cup (11g) Servings Per Container About 12	
Amount Per Serving		Amount Per Serving		Amount Per Serving		Amount Per Serving		Amount Per Serving	
Calories 130		Calories 130		Calories 130		Calories 130		Calories 130	
Total Fat 1.5g		Total Fat 1.5g		Total Fat 1.5g		Total Fat 1.5g		Total Fat 1.5g	
Saturated Fat 0.5g		Saturated Fat 0.5g		Saturated Fat 0.5g		Saturated Fat 0.5g		Saturated Fat 0.5g	
Trans Fat 0g		Trans Fat 0g		Trans Fat 0g		Trans Fat 0g		Trans Fat 0g	
Polyunsaturated Fat 1g		Polyunsaturated Fat 1g		Polyunsaturated Fat 1g		Polyunsaturated Fat 1g		Polyunsaturated Fat 1g	
Monounsaturated Fat 0.5g		Monounsaturated Fat 0.5g		Monounsaturated Fat 0.5g		Monounsaturated Fat 0.5g		Monounsaturated Fat 0.5g	
Cholesterol 0mg		Cholesterol 0mg		Cholesterol 0mg		Cholesterol 0mg		Cholesterol 0mg	
Sodium 10mg		Sodium 10mg		Sodium 10mg		Sodium 10mg		Sodium 10mg	
Potassium 10mg		Potassium 10mg		Potassium 10mg		Potassium 10mg		Potassium 10mg	
Total Carbohydrate 24g		Total Carbohydrate 24g		Total Carbohydrate 24g		Total Carbohydrate 24g		Total Carbohydrate 24g	
Dietary Fiber 2g		Dietary Fiber 2g		Dietary Fiber 2g		Dietary Fiber 2g		Dietary Fiber 2g	
Sugars 1g		Sugars 1g		Sugars 1g		Sugars 1g		Sugars 1g	
Other Carbohydrates 13g		Other Carbohydrates 11g		Other Carbohydrates 11g		Other Carbohydrates 11g		Other Carbohydrates 11g	
Protein 1g		Protein 1g		Protein 1g		Protein 1g		Protein 1g	
Vitamin A 10%		Vitamin A 10%		Vitamin A 10%		Vitamin A 10%		Vitamin A 10%	
Vitamin C 10%		Vitamin C 10%		Vitamin C 10%		Vitamin C 10%		Vitamin C 10%	
Calcium 10%		Calcium 10%		Calcium 10%		Calcium 10%		Calcium 10%	
Iron 10%		Iron 10%		Iron 10%		Iron 10%		Iron 10%	
Vitamin D 10%		Vitamin D 10%		Vitamin D 10%		Vitamin D 10%		Vitamin D 10%	
Thiamin 10%		Thiamin 10%		Thiamin 10%		Thiamin 10%		Thiamin 10%	
Riboflavin 10%		Riboflavin 10%		Riboflavin 10%		Riboflavin 10%		Riboflavin 10%	
Niacin 10%		Niacin 10%		Niacin 10%		Niacin 10%		Niacin 10%	
Vitamin B6 10%		Vitamin B6 10%		Vitamin B6 10%		Vitamin B6 10%		Vitamin B6 10%	
Folic Acid 10%		Folic Acid 10%		Folic Acid 10%		Folic Acid 10%		Folic Acid 10%	
Vitamin B12 10%		Vitamin B12 10%		Vitamin B12 10%		Vitamin B12 10%		Vitamin B12 10%	
Phosphorus 10%		Phosphorus 10%		Phosphorus 10%		Phosphorus 10%		Phosphorus 10%	
Magnesium 10%		Magnesium 10%		Magnesium 10%		Magnesium 10%		Magnesium 10%	
Zinc 10%		Zinc 10%		Zinc 10%		Zinc 10%		Zinc 10%	
Copper 10%		Copper 10%		Copper 10%		Copper 10%		Copper 10%	
Selenium 10%		Selenium 10%		Selenium 10%		Selenium 10%		Selenium 10%	
Manganese 10%		Manganese 10%		Manganese 10%		Manganese 10%		Manganese 10%	
Vitamin E 10%		Vitamin E 10%		Vitamin E 10%		Vitamin E 10%		Vitamin E 10%	
Vitamin K 10%		Vitamin K 10%		Vitamin K 10%		Vitamin K 10%		Vitamin K 10%	
Total Fat 1.5g		Total Fat 1.5g		Total Fat 1.5g		Total Fat 1.5g		Total Fat 1.5g	
Saturated Fat 0.5g		Saturated Fat 0.5g		Saturated Fat 0.5g		Saturated Fat 0.5g		Saturated Fat 0.5g	
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Total Carbohydrate 24g		Total Carbohydrate 24g		Total Carbohydrate 24g		Total Carbohydrate 24g		Total Carbohydrate 24g	
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Sugars 1g		Sugars 1g		Sugars 1g		Sugars 1g		Sugars 1g	
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Vitamin C 10%		Vitamin C 10%		Vitamin C 10%		Vitamin C 10%		Vitamin C 10%	
Calcium 10%		Calcium 10%		Calcium 10%		Calcium 10%		Calcium 10%	
Iron 10%		Iron 10%		Iron 10%		Iron 10%		Iron 10%	
Vitamin D 10%		Vitamin D 10%		Vitamin D 10%		Vitamin D 10%		Vitamin D 10%	
Thiamin 10%		Thiamin 10%		Thiamin 10%		Thiamin 10%		Thiamin 10%	
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Selenium 10%		Selenium 10%		Selenium 10%		Selenium 10%		Selenium 10%	
Manganese 10%		Manganese 10%		Manganese 10%		Manganese 10%		Manganese 10%	
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Vitamin K 10%		Vitamin K 10%		Vitamin K 10%		Vitamin K 10%		Vitamin K 10%	



You will **SLAY**
your S-T-P Lesson
with this **KILLER**
Cereal Exercise!