Great Chocolate Cereal Extravaganza

120 L ISO. B.

Multi-Grain

crunc

Dark Chocolate

Malt-O-Mea

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SAFAR

cereal

## 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?

Gran			Nutrition Facts			Serving Size 4 cup (27g) Servings Per Container about 18			Direction						
Serving Size % cup Servings Per Contai	31g) ser about	11	Serving Size % cu Servings Per Cont	siner abou	t 12 with % cup skim	Amount Per Sorring Calories	Count Chocula 100	with 5 cup skim milk 140	1	Nutritio			SAFAF COCO		
Amount Per Serving Calories	Drutech 130	with % cop skim milk 170	Calories Calories from Fat	100 15	150 15	Calores from Fat	15 % Dat 2%	15 ly Value** 2%		Servings Per Package: Al	fun 12 Grout mitte		CRUN		
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Saturated Fat 0.5g Trans Fat 0g Polyunsaturated Fat Monounsaturated Fat	g	370	Polyuntaturated P Monounsaturated	Fat 0.5g	_	Monounsaturated Fat 0 Cholesterol 0mg Sedium 130mg	0%	1%		Total Fat 1g* Saturated Fat 1g	15 Daily Volan <sup>44</sup> 2% 2%		Nutrition Serving Size: 3/4 Cup (30) Servings Per Package: Ab	a)	
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Sugars 9g Other Carbohydrate 1 Protein 2g	9		Sugars 10g Other Carbohydra Protein 1g	te 11g		Protein 1g	10%	1576	h	Potassium 55mg Total Carbohydrate 26g	2% 7% 9% 11%		Total Fat 1.5g* Saturated Fat 1g	3% 6%	
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ngredients: Whole Grain Sugar, Rice Bran and/or O lice Flour, Fructose, Malt	anola Oil, odextrin,		Sodium Less than 2 Potessium 3	400mg 2,4 500mg 3,5 300 375	Cling Cling	Detay File Ingredients: Whole Gr Corn Meal, Marshmall com starch, corn syrup,	ain Corn, Su	gar, nodified		Total Turing Colorent	1300 2300 Mg Big 20g Eig		Sodium Less 1 Petassium Tetal Carbohydisate Dietary Fiber	han 2,400mg 1,500mg 300g 25g	
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# You will **SLAY** your S-T-P Lesson with this **KILLER** Cereal Exercise!