

Boxing Clever.



Cereal

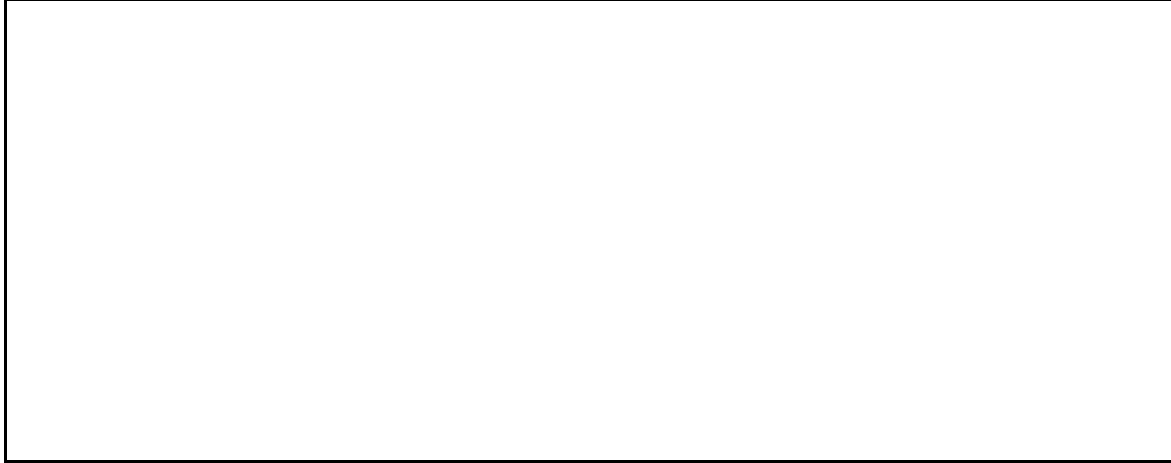
Q1. Where can you find this product? (Tick as many as you find.)

In the cupboard aisle	
In the chilled section	
In the frozen food aisle	

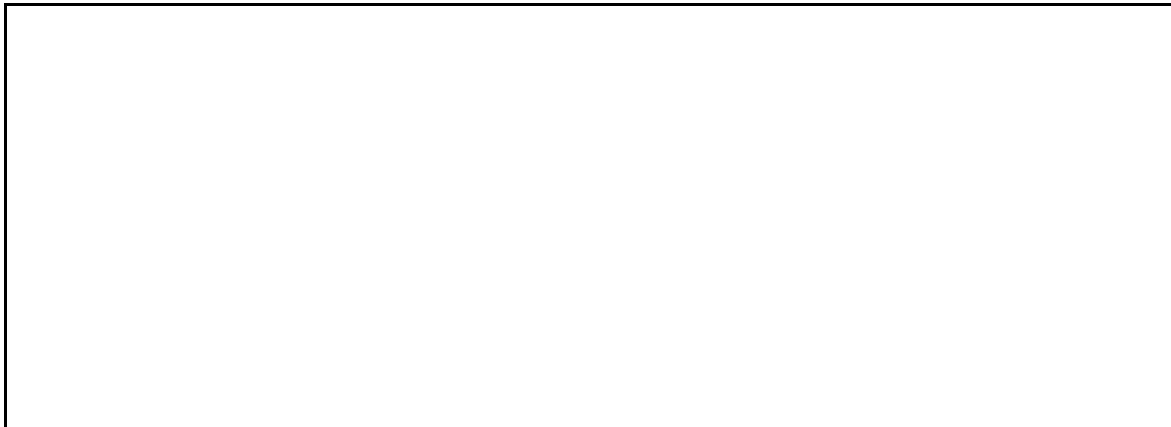
Q2. How many different kinds of cereal packaging can you spot? (*NB: This does NOT mean how many different cereals can you spot!*) What are they made from?

Q3. What important information is on the front of the package? Write down two examples (e.g. name of the company that made it).

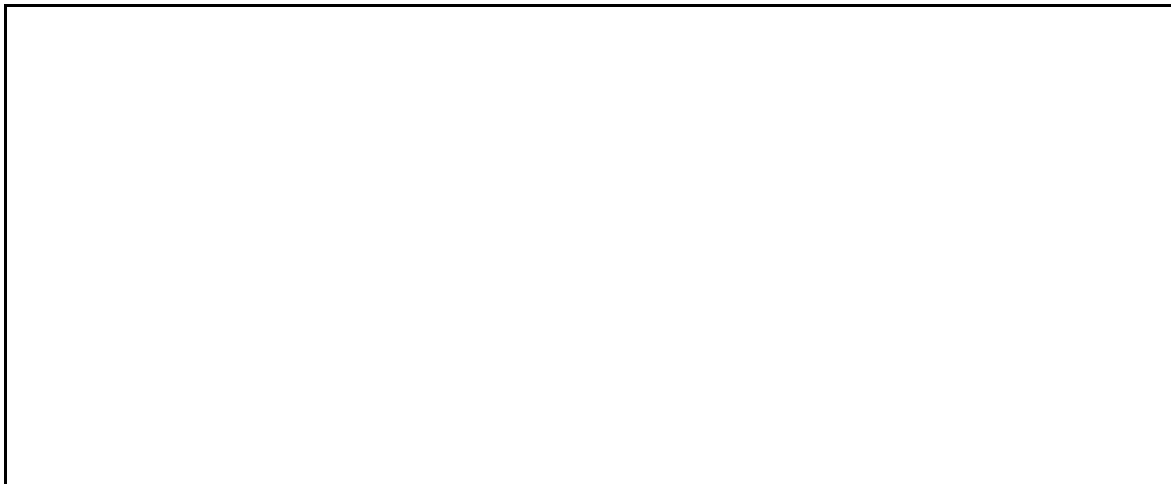
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Q4. Which package stands out the best? Why?



Q5. Who is this product trying to appeal to? (e.g. parent / child / someone interested in health) etc.



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Orange juice

Q1. Where can you find this product? (Tick as many as you find.)

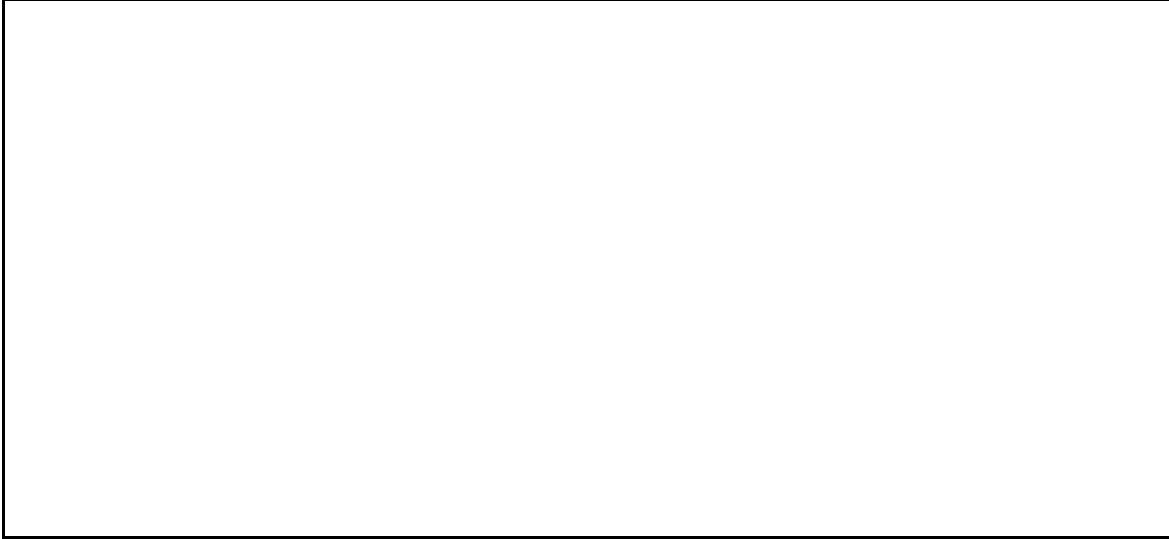
In the cupboard aisle	
In the chilled section	
In the frozen food aisle	



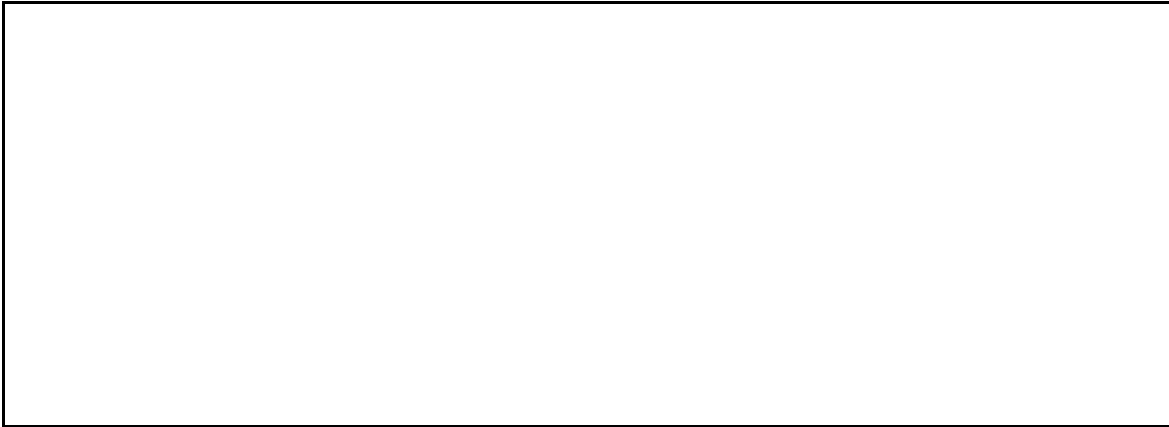
Q2. How many different types of orange juice packaging can you spot? What are they made from?

Q3. What important information is on the front of the package? Write down two examples (e.g. name of the company that made it).

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Q4. Which package stands out the best? Why?



Pizza

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Q1. Where can you find this product? (Tick as many as you find.)

In the cupboard aisle	
In the chilled section	
In the frozen food aisle	

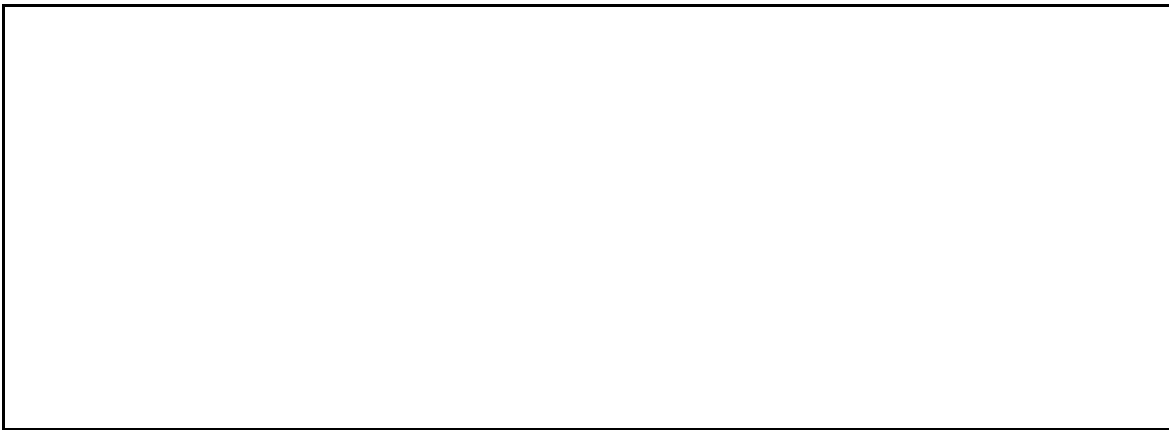
Q2. How many different kinds of pizza packaging can you spot? What are they made from?

Q3. What important information is on the front of the package? Write down two examples (e.g. name of the company that made it).

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Q4. Which package stands out the best? Why?



Q5. Who is this product trying to appeal to? (e.g. parent / child / someone interested in health) etc.



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